

1998

UA68/13/1 Journalism Self-Study Report Part 2 Sections 5-6

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GUIDELINES FOR THE SELF-STUDY REPORT

FOR RE-ACCREDITATION IN JOURNALISM AND MASS COMMUNICATIONS

Submitted to the
ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

Western Kentucky University
Name of Institution

Department of Journalism
Name of Journalism/Mass Communications Unit

Wilson Hall 304/ 1 Big Red Way
Address

Bowling Green, KY 42101-3576

Date of Scheduled Accrediting Visit January 25-28, 1998

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communications administrator:

Name (please type) Jo-Ann Huff Albers

Title (please type) Department Head

Signature Jo-Ann Huff Albers

Administrator to whom journalism/mass communications administrator reports:

Name (please type) David Lee

Title (please type) Dean, Potter College of Arts, Humanities & Social Sciences

Signature David Lee

Table of Contents

(The self-study report is presented in sections indicated by tabs. Pages are numbered consecutively throughout.)

Part I

| | Page number |
|--|-------------|
| HOW SELF-STUDY WAS CONDUCTED | 6 |
| Process for Study | 6 |
| Writing Assignments | 7 |
| Organization of the Self-Study Report | 8 |
| GENERAL INFORMATION – DATA SUMMARY | 9 |
| Regional Accreditation Agency | 9 |
| Type of Control | 9 |
| Board of Regents/Length of Terms | 9 |
| Western Kentucky University – Description | 10 |
| Enrollment -- University, Fall 1996 | 11 |
| Department Summary, Fall 1996 | 11 |
| Department's Accreditation History | 12 |
| Degrees Offered by Department | 12 |
| Sequences and People in Charge | 12 |
| Compliance with Curriculum Standard -- 1995-96 and 1996-97 | 12 |
| Credit Hours Required for Graduation | 13 |
| Credit Hours Outside the Major and in Liberal Arts | 13 |
| Unit Budget for 1996-97 | 14 |
| OVERVIEW OF DEPARTMENT | 15 |
| Graduation Requirements | 17 |
| Minors and Second Majors | 18 |
| Curriculum Changes Since Last Accreditation Visit | 19 |
| History of the Department | 20 |
| Mission Statement | 21 |
| Newspaper Articles on Higher Education Reform in State /New Building | 22 |
| Advertising Self-study Report | 24 |
| Photojournalism Self-study Report | 33 |
| Print Journalism Self-study Report | 43 |
| Public Relations Self-study Report | 50 |
| Responses to 1992 Site Visit Report | 56 |
| Compliance with Accreditation Standards | 60 |
| Standard 1: Governance and Administration | 60 |
| Standard 2: Budget | 60 |
| Standard 3: Curriculum | 60 |
| Standard 4: Student Records/Advising | 61 |
| Standard 5: Instruction/Evaluation | 61 |
| Standard 6: Faculty: Full-time/Part-time | 61 |
| Standard 7: Internships/Work Experience | 61 |
| Standard 8: Equipment/Facilities | 62 |
| Standard 9: Faculty: Scholarship/Research/Professional Activities | 62 |
| Standard 10: Public Service | 62 |

Table of Contents — Page 2

| | |
|---|----|
| Standard 11: Graduates/Alumni | 62 |
| Standard 12: Minority/Female Representation | 63 |
| Student Attitudes | 64 |
| National Achievements | 66 |

Part II**SUPPLEMENTAL INFORMATION — MISSION AND SCOPE 74**

| | |
|---|--------|
| Department Environment and Scope | 74 |
| Changes Since Last Reaccreditation | 76, 82 |
| Catalog Copy | 77 |
| Data Summary (Included in Part I on pages 9-14) | |
| Enrollment | 82 |
| Service Courses to Non-Majors | 82, 84 |
| Table 1 Students - - By Major/Degrees Conferred 1996-97 | 83 |
| Admission to a Journalism Major | 84 |
| Language Competency Assurance | 84 |
| General Education Requirements | 85 |
| Policies on Academic Good Standing | 90 |
| Recognition to Outstanding Majors | 90 |
| Graduate Employment Assistance | 91 |
| Classes Taught by Part-Time Faculty | 92 |
| Faculty Table 2 - Full-Time Faculty | 93 |
| Table 3 - Part-Time Faculty | 95 |

Part II, Section 1 — Governance and Administration 96

| | |
|---|-----|
| Organization Chart of University | 97 |
| Organization Chart of Academic Affairs | 98 |
| Organization Chart of Department of Journalism | 99 |
| Educational Policy Setting | 100 |
| Promotion and Tenure | 100 |
| University Guidelines | 101 |
| Potter College Guidelines | 128 |
| Department of Journalism Guidelines | 137 |
| Affirmative Action Recruitment for Faculty | 145 |
| Faculty Meetings | 167 |
| Salary Administration | 167 |
| Evaluation of Unit Administrator | 167 |
| Faculty Workload | 167 |
| Selection of Faculty Members | 168 |
| Faculty/Staff Hires and Retirements Since 1990-91 | 169 |
| Committee Assignments | 170 |

Part II, Section 2 — Budget 172

| | |
|---|-----|
| Budget Development Process for Unit | 172 |
| Table 4 - Budget and Expenditures | 173 |
| Academic Common Market Benefit for Photojournalism Majors | 174 |
| Student Tuition Undergraduate/Graduate | 174 |
| Table 5 - Student Aid | 175 |
| Refund Policy on Tuition | 176 |

| | |
|---|------------|
| Part II, Section 3 -- Curriculum | 177 |
| Information Available for Site Visit Team | 177 |
| Graduate Program (None) | 177 |
| Individualized Programs of Study -- Advertising | 177 |
| -- Photojournalism | 177 |
| Liberal Arts/Sciences Credit Hours -- 1995-96 Graduates 4 pages | 178 |
| -- 1997-97 Graduates 4 pages | 182 |
| Individualized Programs of Study -- Print Journalism | 186 |
| -- Photojournalism | 186 |
| Teaching of Ethics, Law, History and Mass Communication Theory | 186 |
| Multiple-Section Courses | 187 |
| Outside Speakers During 1996-97 (List on page 193) | 187 |
| Progression of Courses | 188 |
| Catalog Copy (pages 75-76) | 189 |
| <i>Two Plus Two Transfer Guidebook</i> (pages 18-19) | 191 |
| Outside Speakers List | 193 |
| Part II, Section 4 -- Student Records/Advising | 194 |
| Advising Forms/Letters List | 194 |
| Advising Process | 195 |
| Degree Programs | 196 |
| Advisers | 197 |
| Advising Services Outside Department | 197 |
| Student Records - Type, Location and Confidentiality | 198 |
| Assessment of Advising and Counseling | 199 |
| Liberal Arts/Sciences Check-Off Sheet | 200 |
| Approved Liberal Arts/Sciences Courses | 201 |
| Advising Forms | 203 |
| List of Adviser Identifications | 237 * |
| Part II, Section 5 -- Instruction/Evaluation | 238 |
| Faculty Evaluation | 238 |
| Forms Used in Faculty Evaluation | 239 |
| Student Evaluation of Faculty | 248 |
| Development Programs | 249 |
| Department Head Role in Teaching Evaluation | 250 |
| Faculty Teaching Activities 1996-97 | 252 |
| Part II, Section 6 -- Faculty: Full-time/Part-time | 259 |
| Teaching/Research/Public Service Responsibilities | 259 |
| Faculty Vitae -- Full-time | 262 |
| -- Part-time | 351 |
| Part II, Section 7 -- Internships/Work Experience | 364 |
| Internship Policy/Procedures | 364 |
| Role of Internship Coordinator | 364 |
| Internships Completed for Credit | 364 |
| Catalog Copy on Internships - page 76 | 365 |

| | |
|---|-----|
| High School Population | 441 |
| Journalism Students by Major/Gender/Race/Residency | 442 |
| Department of Journalism Affirmative Action Plan | 456 |
| University Affirmative Action Plan | 459 |
| How Journalism Fits Into the University Affirmative Action Plan | 443 |
| Recent Faculty Recruitment Efforts | 448 |
| Faculty Development | 449 |
| Adjunct Faculty Hiring | 449 |
| Department Action Plan for the Next Six Years | 449 |
| Faculty Representation | 450 |
| Diversity in the Curriculum/Efforts to Prepare Students for Communicating in a Diverse Society | 450 |
| Retention of Minority Students | 454 |
| Selective Admissions and Minority Enrollment | 455 |
| Dear Scholarship Benefit Publications | 483 |

APPENDICES

| |
|---|
| <i>The Hilltopper Journalist</i> |
| <i>College Heights Herald</i> |
| <i>Limited Edition</i> |
| <i>Shoptalk</i> |
| <i>This is Western</i> |
| <i>AdViews</i> |
| <i>Contact Sheet</i> |
| <i>PR Perspectives</i> |
| <i>The Link</i> |
| University Catalog |
| Western Kentucky University President's Report 1988-97 |
| Articles: "Students Revive News-ed Interest," <i>presstime</i> , May 1992 |
| "A Passion for Pictures," <i>Editor & Publisher</i> , April 27, 1996 |
| "WKU photojournalism school wins national honors," <i>The Kentucky Press</i> , June 1996 |
| "Winning big!" <i>News Photographer</i> , November 1996 |
| "1,000 Pictures of 1 County in Kentucky," <i>The New York Times</i> , Oct. 18, 1997 |

MATERIALS TO BE AVAILABLE FOR VISIT TEAM

| |
|--|
| Complete file of syllabi for Summer 1996, Fall 1996 and Spring 1997 |
| Files of 1995-96 and 1996-97 graduates, including transcripts and LAS check-off sheets |
| Copies of WKU undergraduate and graduate catalogs |
| Campus telephone directory |
| Copies of materials used in faculty evaluations |
| Complete file of minutes of faculty meetings since August 1996 |
| Dictionary |
| <i>Editor & Publisher</i> Yearbook |
| Directories of AAF, NPPA, PRSA and SPJ |
| WKU Alumni Directory |

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

INSTRUCTION/EVALUATION

1. Describe the methods used to evaluate the instructional quality of the full-time and part-time faculty.

Faculty members are expected to be highly committed to instruction quality. University-wide student evaluations are conducted each fall, and the Journalism Department has developed its own procedures for determining faculty effectiveness. (NOTE: Every-semester student evaluations will start in Spring 1998.) Each year, the teaching of all departmental faculty is evaluated in a classroom setting by two of the professor's peers and by the department head. Each faculty member also prepares a self-evaluation using a standardized department form.

Faculty members often engage in discussions of teaching effectiveness among themselves and with faculty from other universities. Some of the best feedback on teaching comes from students as they work with individual faculty on class projects and in advisement sessions. Internships offer additional opportunities for assessing teacher effectiveness. After students complete internships for credit, they are asked to write a paper explaining areas in which they feel well prepared or under prepared. Their employers also are asked to evaluate the intern's capabilities, indicating their strengths and weaknesses.

The department annually communicates with alumni to determine how useful they think their journalism education at the Western Kentucky University has been. Responses from the department alumni survey are carefully perused to determine areas of strength and weakness. Results of the alumni survey are then shared with faculty with a view to strengthening journalism curriculum and instruction.

Annual evaluations of faculty members are an assessment of:

- Teaching, using student evaluations, peer and department head observations of teaching and a self-assessment. A teaching effectiveness rating is determined. Forms used in this process are on pages 239-247. The university has one item on teaching effectiveness on faculty evaluations by students. The department established nine others that cover various aspects of teaching.

Remaining questions on the student evaluations are selected by faculty members from the Purdue cafeteria system.

- Research/creative/professional activities reported by individual teachers; and

Teacher being reviewed: _____
 Reviewer: _____
 Date review done: _____

PEER REVIEW OF VIDEOTAPED OR OBSERVED CLASSES
 (For faculty, sequence coordinators and department heads)

Circle the number that most closely corresponds to your observation. A 5 is the highest rating. Items marked NA will not be considered in calculating the teacher's rating.

CONTENT

| | | | | | | |
|--|--------------------|---|----------------------|---|---|----|
| 1. The material is important/relevant for the class. | 5 | 4 | 3 | 2 | 1 | NA |
| 2. The lecturer used appropriate examples. | 5 | 4 | 3 | 2 | 1 | NA |
| 3. Distinguished between fact and opinion. | 5 | 4 | 3 | 2 | 1 | NA |
| 4. Cited authorities to support statements when appropriate. | 5 | 4 | 3 | 2 | 1 | NA |
| 5. Presented divergent viewpoints when appropriate. | 5 | 4 | 3 | 2 | 1 | NA |
| 6. Included an appropriate amount of material. | 5 | 4 | 3 | 2 | 1 | NA |
| If amount was inappropriate, was there: | a. Too much | | b. Too little | | | |

ORGANIZATION

| | | | | | | |
|--|---|---|---|---|---|----|
| 7. Stated purpose of lecture at beginning. | 5 | 4 | 3 | 2 | 1 | NA |
| 8. Presented brief overview of content. | 5 | 4 | 3 | 2 | 1 | NA |
| 9. Explained relationships between current topic and previous lecture. | 5 | 4 | 3 | 2 | 1 | NA |
| 10. Presented material in systematic, organized way. | 5 | 4 | 3 | 2 | 1 | NA |
| 11. Asked questions periodically. | 5 | 4 | 3 | 2 | 1 | NA |

QUESTIONING EFFECTIVENESS

| | | | | | | |
|--|---|---|---|---|---|----|
| 12. Addressed questions to individual students as well as group. | 5 | 4 | 3 | 2 | 1 | NA |
| 13. Paused to allow students to consider answers. | 5 | 4 | 3 | 2 | 1 | NA |

| | | | | | | |
|---|---|---|---|---|---|----|
| 14. Followed up if student answer was inadequate. | 5 | 4 | 3 | 2 | 1 | NA |
| 15. Repeated answers when necessary so entire class could hear. | 5 | 4 | 3 | 2 | 1 | NA |
| 16. Received answers politely/enthusiastically. | 5 | 4 | 3 | 2 | 1 | NA |

CLARITY

| | | | | | | |
|---|---|---|---|---|---|----|
| 17. The lecture was generally understandable. | 5 | 4 | 3 | 2 | 1 | NA |
| 18. Used examples to clarify difficult ideas. | 5 | 4 | 3 | 2 | 1 | NA |
| 19. Defined new terms, concepts and principles. | 5 | 4 | 3 | 2 | 1 | NA |
| 20. Periodically summarized important points. | 5 | 4 | 3 | 2 | 1 | NA |
| 21. At conclusion, summarized most important ideas. | 5 | 4 | 3 | 2 | 1 | NA |

VERBAL/NONVERBAL COMMUNICATION

| | | | | | | |
|---|---|---|---|---|---|----|
| 22. Modulated voice for variety and emphasis. | 5 | 4 | 3 | 2 | 1 | NA |
| 23. Spoke clearly and audibly. | 5 | 4 | 3 | 2 | 1 | NA |
| 24. Spoke neither too quickly nor too slowly. | 5 | 4 | 3 | 2 | 1 | NA |
| 25. Spoke neither too formally nor too casually. | 5 | 4 | 3 | 2 | 1 | NA |
| 26. Spoke to the class, not to the board or windows. | 5 | 4 | 3 | 2 | 1 | NA |
| 27. Did not overuse distracting speech fillers such as 'you know' and 'ummm'. | 5 | 4 | 3 | 2 | 1 | NA |
| 28. Established and maintained eye contact with students. | 5 | 4 | 3 | 2 | 1 | NA |
| 29. Listened carefully to student comments and questions. | 5 | 4 | 3 | 2 | 1 | NA |
| 30. Was neither too stiff nor too formal in appearance. | 5 | 4 | 3 | 2 | 1 | NA |

| | | | | | | |
|---|---|---|---|---|---|----|
| 31. Seldom digressed from main topic. | 5 | 4 | 3 | 2 | 1 | NA |
| 32. Visual aids such as board work and transparencies appeared organized and legible. | 5 | 4 | 3 | 2 | 1 | NA |

PLEASE TALLY YOUR EVALUATION AND MAKE COMMENTS.

Number of items circled at 5: _____ x 5 = _____

Number of items circled at 4: _____ x 4 = _____

Number of items circled at 3: _____ x 3 = _____

Number of items circled at 2: _____ x 2 = _____

Number of items circled at 1: _____ x 1 = _____

TOTAL POINTS _____

Total number of items circled: _____

Divide total points by number of items circled to get OVERALL RATING: _____

COMMENTS ABOUT CONTENT, ORGANIZATION OR PRESENTATION:

NAME: _____

FORM FOR FACULTY SELF-EVALUATION

Excellence in teaching is that which will inspire and convey the excitement of learning. This would seem to imply a necessity of the instructor to maintain a high level of enthusiasm and excitement about the positive value of learning. With this requirement in mind, the following questions seem appropriate to ask about ourselves.

5=Always, 4=Usually, 3=Seldom, 2=Never, 1=Don't know

Circle the appropriate response.

A. Preparation -- Do I

- | | | | | | |
|---|---|---|---|---|---|
| 1. Keep up with current literature in my field? | 5 | 4 | 3 | 2 | 1 |
| 2. Attend workshops and conventions? | 5 | 4 | 3 | 2 | 1 |
| 3. Update class presentations with new information? | 5 | 4 | 3 | 2 | 1 |
| 4. Seek better textbooks and materials often? | 5 | 4 | 3 | 2 | 1 |

B. Class -- Do I

- | | | | | | |
|---|---|---|---|---|---|
| 1. Know to the best of my ability, who my students are -- names, ability, background? | 5 | 4 | 3 | 2 | 1 |
| 2. Try to design class to meet needs of all student levels of experience? | 5 | 4 | 3 | 2 | 1 |
| 3. Leave the class anticipating with pleasure the next meeting? | 5 | 4 | 3 | 2 | 1 |
| 4. Let students know clearly my expectations of them? | 5 | 4 | 3 | 2 | 1 |
| 5. Encourage and/or insist on questions and discussions? | 5 | 4 | 3 | 2 | 1 |
| 6. Give tests that evaluate how well my stated goals have been reached? | 5 | 4 | 3 | 2 | 1 |
| 7. Remain an impartial and fair evaluator? | 5 | 4 | 3 | 2 | 1 |
| 8. Invite all students in for conferences, especially those with problems? | 5 | 4 | 3 | 2 | 1 |
| 9. Change my methods when students seem not to be learning? | 5 | 4 | 3 | 2 | 1 |
| 10. Explain exactly how final grades are derived? | 5 | 4 | 3 | 2 | 1 |
| 11. Keep accurate and efficient records to show to students who wish grades reviewed? | 5 | 4 | 3 | 2 | 1 |
| 12. Return papers promptly and marked so students can see what they did right? | 5 | 4 | 3 | 2 | 1 |
| 13. Use tests as a teaching device? | 5 | 4 | 3 | 2 | 1 |

| | | | | | |
|--|---|---|---|---|---|
| 14. Avoid using the identical tests from year to year? | 5 | 4 | 3 | 2 | 1 |
| 15. Make different tests of equal difficulty for each section of the course? | 5 | 4 | 3 | 2 | 1 |
| 16. Maintain office hours regularly during which students may drop in of schedule conferences? | 5 | 4 | 3 | 2 | 1 |
| 17. Perceive students as individuals instead of stereotyping? | 5 | 4 | 3 | 2 | 1 |
| 18. Try to find loopholes in my teaching and correct them? | 5 | 4 | 3 | 2 | 1 |
| 19. Use books and library assignments to enrich classroom instruction? | 5 | 4 | 3 | 2 | 1 |
| 20. Encourage independent reading as a lifetime habit for my students? | 5 | 4 | 3 | 2 | 1 |
| 21. Set an example for my students by referring to books in my class lectures and discussions? | 5 | 4 | 3 | 2 | 1 |

Calculation of Teacher Effectiveness Rating

Number of items checked at 5: _____ X 5 = _____

Number of items checked at 4: _____ X 4 = _____

Number of items checked at 3: _____ X 3 = _____

Number of items checked at 2: _____ X 2 = _____

Number of items checked at 1: _____ X 1 = _____

A. Total of teaching points _____

B. Number of items checked _____

Divide A by B to get
Teacher Effectiveness Rating _____

Student Evaluation Tally

Teacher: _____

Semester evaluation made: _____

1. Overall effectiveness as teacher

| Course-section | SA | A | U | D | SD | Average |
|-----------------|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |

Point totals _____

Individual average = $\frac{\text{section point total}}{\text{number of responses}}$

Overall average: _____ total of section points/responses

DEPARTMENT QUESTIONS

2. My teacher motivates me to do my best work

| Course-section | SA | A | U | D | SD | Average |
|-----------------|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |

Point totals _____

Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$

Overall average: _____ total of section points/responses

3. My instructor explains difficult material clearly.

| Course-section | SA | A | U | D | SD | Average |
|-----------------|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |

Point totals _____

Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$

Overall average: _____ total of section points/responses

Student Evaluation Tally - P. 2

4. Course assignments are interesting and stimulating.

| Course-section | SA | A | U | D | SD | Average |
|--|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$ | | | | | | |
| Overall average: _____ total of section points/responses | | | | | | |

5. My instructor seems well-prepared for class.

| Course-section | SA | A | U | D | SD | Average |
|--|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$ | | | | | | |
| Overall average: _____ total of section points/responses | | | | | | |

6. My instructor deals fairly and impartially with me.

| Course-section | SA | A | U | D | SD | Average |
|--|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$ | | | | | | |
| Overall average: _____ total of section points/responses | | | | | | |

Student Evaluation Tally - P. 3

7. The stated goals of the course are consistently pursued.

| Course-section | SA | A | U | D | SD | Average |
|----------------------|---|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = | section point total/number of responses | | | | | |
| Overall average: | _____ total of section points/responses | | | | | |

8. My instructor displays a clear understanding of course topics.

| Course-section | SA | A | U | D | SD | Average |
|----------------------|---|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = | section point total/number of responses | | | | | |
| Overall average: | _____ total of section points/responses | | | | | |

9. My instructor is actively helpful when students have problems.

| Course-section | SA | A | U | D | SD | Average |
|----------------------|---|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |
| Individual ranking = | section point total/number of responses | | | | | |
| Overall average: | _____ total of section points/responses | | | | | |

Student Evaluation Tally - P. 4

10. I feel free to ask questions in class.

| Course-section | SA | A | U | D | SD | Average |
|-----------------|------------|------------|------------|------------|------------|---------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| Total responses | <u>x 5</u> | <u>x 4</u> | <u>x 3</u> | <u>x 2</u> | <u>x 1</u> | _____ |
| Point totals | _____ | _____ | _____ | _____ | _____ | _____ |

Individual ranking = $\frac{\text{section point total}}{\text{number of responses}}$
Overall average: $\frac{\text{total of section points}}{\text{total of section points/responses}}$

TEACHING EFFECTIVENESS CALCULATION:

| | | | | | |
|--|-------|-------|------|---|-------|
| Student evaluation | (60%) | _____ | x .6 | = | _____ |
| Peer evaluation | (10%) | _____ | x .1 | = | _____ |
| Self evaluation | (10%) | _____ | x .1 | = | _____ |
| Sequence coordinator | (10%) | _____ | x .1 | = | _____ |
| Department head | (10%) | _____ | x .1 | = | _____ |
| Composite rating for teaching effectiveness (This is on 5.0 scale.) | | | | | _____ |

- University and public service as reported by individual teachers.

A few years ago the university president asked every department to define good teaching and establish a method for measuring it. That information is on pages 142-144 in Part II, Section 1, Governance and Administration, as part of the department's promotion and tenure document.

Sequence coordinators, who have responsibility for faculty supervision and mentoring, meet with faculty in the sequence to exchange pedagogic ideas and seek unique ways to motivate students to learn. Materials dealing with teaching effectiveness are often distributed to all faculty and their reactions sought.

At department meetings, issues dealing with effective teaching are often discussed, and faculty members share their respective successful experience.

A master teacher from the advertising program at Northwestern University was brought to campus in 1996-97 to share teaching ideas with department faculty. At the first Fall 1997 faculty meeting, the director of the Center for Teaching and Learning conducted a workshop on *First Day*, a training program the journalism department head had called to her attention. It provided ideas for the first meeting of a class.

2. Attach a copy of the evaluation policy. Copies of the questionnaire and other instruments used in the evaluation process should be available for the visit team.

As mentioned above, the evaluation policy is part of the department's promotion and tenure document on pages 142-144. The evaluation forms are on the previous 10 pages.

STUDENT EVALUATION OF FACULTY

The university-wide question put to students is:

Overall my instructor is an effective teacher.

Students rate teachers in a 5-point scale with 5 being Strongly Agree and 1 being Strongly Disagree. The university will be adding more questions for Fall 1997 student evaluations.

Nine department questions on every teacher's student evaluation form are:

- My teacher motivates me to do my best work.
- My instructor explains difficult material clearly.
- Course assignments are interesting, stimulating.
- My instructor seems well prepared for class.
- My instructor deals fairly, impartially with me.
- Stated goals of the course are consistently pursued.
- My instructor clearly understands course topics.

- My instructor is actively helpful to students in trouble.
- I feel free to ask questions in class..

Student evaluations account for 60% of the department teaching effectiveness rating for each teacher. Ten percent each comes from observed teaching evaluation by sequence coordinator, a peer teacher (selected by the teacher being evaluated) who teaches in another professional area in the department, the department head and a teacher's self-assessment. Teaching observation is done live or by viewing a video tape of classroom teaching.

3. Describe professional development programs, workshops in teaching or other methods the unit uses to stimulate improvement in instructional quality.

Journalism uses the various resources provided by the university to enhance the quality of instruction. The following are the often-used resources:

Center for Teaching and Learning. The purpose of the Center for Teaching and Learning (CTL) is to provide activities and opportunities that support and enhance individual excellence in classroom instruction. CTL programs are available only to regular faculty of all ranks, part-time faculty and graduate teaching assistants.

Some resources offered by CTL include workshops and seminars, self-assessment, fliers, books and videos on instruction, and assistance in the design and production of instructional materials, such as transparencies. A variety of computer resources, including scanner, loaner laptop computers and clip-art are available. The center will videotape and critique classroom teaching on request.

CTL's newsletter, *Teaching Spirit*, is distributed to faculty. Instructors share with others their successful teaching methods and techniques through the medium of the newsletter. It also announces various seminars and workshops organized by CTL on teaching effectiveness.

The Teaching Professor, a monthly newsletter from Magna Publications Inc., is sent to department heads for sharing with faculty members.

Microcomputing Services. Microcomputing Services provides comprehensive support of computers for academic and administrative offices. A professional staff supports a range of services including analysis and recommendations for potential applications, training, installation and repair, and consultation regarding specific applications and problems.

The services provided by the Center for Teaching and Learning and

Microcomputing Services allow instructors to learn the best teaching methods and techniques and how to maximize the use of the computer resources.

Each faculty member has a computer workstation in the office, and faculty can access free of charge many databases provided by the university.

Center for Instructional Technology. The Center for Instructional Technology provides a variety of instructional support services for faculty, staff, graduate assistants and students, including media equipment, films and videotapes for instructional use.

A variety of photographic, graphic, and audio/video consultation, design and production services are also provided. A staff of student assistants is available during operating hours to provide assistance to users, and pick up and delivery services are available.

The Faculty Technology Center. This center is equipped with Macintosh and MS-DOS multi-media computers for teachers' use in the production of instructional and professional materials. The services available within the center include desktop publishing, basic graphic production (such as overhead transparencies), VHS video editing and photographic copying.

4. Describe the role of the unit administrator in discussions of teaching standards with faculty and other actions to encourage high quality teaching and to evaluate teaching.

The department head acts as coach and cheerleader in encouraging high quality standards. Faculty are often encouraged by her to read materials and participate in information sessions that enhance the quality of instruction. They also are encouraged to apply for development grants and to seek professional opportunities that will allow them to keep up with developments in the workplace that our graduates seek to join.

Individual meetings are held with faculty members in February to go over the performance evaluations the department has completed on each.

In March, the department head informed faculty of the 1997-98 university goals that meshed well with priority goals set earlier by department faculty. Some of the objectives include having all syllabi for full-time faculty put on the web pages; making greater use of classroom computer presentations; securing faculty training to increase number of teachers prepared to teach the new course, JOUR 232 Electronic Technologies for Journalism; and holding an on-campus seminar for faculty on computer-assisted reporting techniques.

In Summer 1997 the department head was a member of the WKU team attending the Assessment Conference sponsored by the American Association on Higher Education in Florida to collect ideas for sharing with the faculty.

The department head regularly reviews curricula with sequence coordinators to ensure that instruction quality is maintained at all times.

The unit administrator encourages faculty members to apply for Faculty Development Grants through Potter College. As far as it is financially possible, faculty members are strongly encouraged by the department head and sequence coordinators to participate in professional meetings with a view to sharing experience and knowledge with faculty from other institutions and to being up to date with contemporary issues in the journalism fields.

Excellent teaching standards are often emphasized by the sequence coordinators and department head. Instructors are reminded that their ultimate responsibilities are to train high-caliber journalists and to do whatever they can to enhance the growing good reputation of the department.

Teaching Activities of WKU Journalism Faculty

The following is a listing of teaching activities for each faculty member in 1996-97.

BOB ADAMS --Regular course load is one class per semester, with JOUR 427 taught without compensation on as-needed basis. Fall 1996 - Taught one section of JOUR 202 Basic Reporting with 19 students and had one student in independent study of JOUR 427 School Publications. Spring 1997 - Taught one section of JOUR 428 Newspaper Management with 10 students and three students in independent study of JOUR 427. Summer 1997 - Taught one section of JOUR 427 with two students. Worked with the Department of English on new curricula for secondary education students who will be required to pass revised certification tests in the year 2000 that will require them to be knowledgeable in English, journalism, speech and theater.

JO-ANN ALBERS -- Fall 1996 - Taught one section of JOUR 301 Press Law and Ethics with 35 students. Spring 1997 - Taught one section of JOUR 301 Press Law and Ethics with 25 students. Course is required of all photojournalism and print majors and is an elective for advertising and public relations majors. Advised 212 students in the fall and 136 in the spring semester. The spring number is smaller because upperclass non-admitted students were assigned to sequence coordinators for advising when the department added an additional required course and changed number of hours needed for admission to 48 from 32, meaning that the department head will keep non-admitted freshmen/sophomores one semester longer as advisees.

HARRY ALLEN -- Usual teaching load is nine hours in the fall, with three hours release time for activity as print internship coordinator, and 12 hours in the spring. In the fall teach two sections of JOUR 323 Newspaper Editing and one section of JOUR 425 Editorial and Feature Writing. Teach the same courses each spring, with the addition of either JOUR 423 Advanced Editing or JOUR 426 Advanced Reporting. During the fall semester, JOUR 425 (Feature Writing) class participated in the "Care Project" organized by James Kenney. Students did the reporting and writing for a 20-page special section focusing on needy families. It was published in the *Daily News* on December 8, enabling students to participate in a major production from conception through publication.

WILMA KING-JONES -- Summer 1996 - taught one section JOUR 343. Fall 1996 - taught four sections of JOUR 343 Print Design. Spring 1997 - taught three sections of JOUR 343 Print Design and one section of JOUR 454 PR Publications. Both JOUR 343 and JOUR 454 are skills courses taught in a computerized laboratory/classroom. The print design course is required of PR and advertising majors, while the classes are comprised of PR, advertising, graphic design and corporate communications majors as well.

The diversity in the students' educational and personal backgrounds enabled one class to produce the first-place winner and two of the nine honorable mentions in the Yellow Pages Publishers Association's creative category of the first annual students' creative and marketing competitions. The department claimed 25% of the total cash and recognition given in the nationwide competition. At least one class project required that students use Internet access to find press releases and photos to edit for newspaper feature pages designs. The students in PR publication class experimented with new technology, writing portfolios in slide show formats to CD-ROM. Other teaching projects included Kentucky Humanities Council's Speakers Bureau (August 1996-August 1997), presenter for the Minority Journalism Workshop in June 1996, presenter at the June Kentucky Press Association Day on Campus, and conductor of an eight hour training session on QuarkXPress for *Glasgow Daily Times*, Glasgow, Ky.

DAVE LaBELLE -- In the spring of 1996, taught two sections of JOUR 231 Basic Photography, one section of JOUR 334 Photojournalism (PJ) and one section of JOUR 438 Photo Management. In the fall of 1996, taught two sections of JOUR 231 Basic Photography, one section of JOUR 334 Photojournalism and one section of JOUR 436 Advanced Photojournalism. In addition, served as faculty member for the Mountain Workshop in Campbellsville, Ky. In spring of 1997, taught three sections of JOUR 231 Basic Photography and one section of JOUR 334 Photojournalism.

LINDA LUMSDEN -- Came to WKU in fall of 1996. Taught 13 students in JOUR 422 Current Issues in Mass Communication; six students in JOUR 202 Basic Reporting; and 70 and 90 students in two sections of JOUR 201 Journalism and Society. All three were new preps. In spring 1997, taught 18 students in JOUR 202, 70 students in JOUR 201 and 17 students in JOUR 421 American Press History, another new prep. Spent much time in the spring developing multi-media materials for the JOUR 201 class, including slide shows, audiotapes and videos. The assistant manager of Barnes and Noble spoke to the class about the bookselling industry. Class listened to part of the "War of the Worlds," and they had to respond

255

to an old Dorothy Thompson column comparing the hysteria with the climate in Nazi Germany.

Did the same in JOUR 421. For instance, in one class on repression of civil liberties in the 1910s, students looked at a clip from "Reds" about John Reed and *Masses* magazine, saw a slide show about how "Suffragist" newspaper covered the suffrage pickets at the White House, and saw numerous overheads of publications including *The New York Times*, *Woman Rebel* and *Chicago Defender*.

Field trips included standard trips to the Kentucky Museum and Helm Library computer lab as well as a day-long trip to Nashville, where class lunched at the Freedom Forum First Amendment Center at Vanderbilt University and heard presentations from their lawyers, lobbyists and resident scholar Jim Hartz on media coverage of space exploration. Then class toured the TV News Archives at Vanderbilt, from which students had ordered a compilation of tapes in conjunction with their research projects on media in the 1970s. All three spring classes had assignments off the Internet. JOUR 202 has to find information on specific sites and read Pulitzer Prize-winning stories off that site during the week the 1997 prizes were announced. JOUR 201 had to find the list of Top 10 Web publishers among other assignments. JOUR 421 had to study Watergate off the Internet. Also was a guest teacher in two other departments. Spoke about media coverage of the 1996 presidential election for an American Studies course on symbols in American culture and about my biography of Inez Milholland in an English class on autobiographical and biographical writing.

MIKE MORSE -- Taught two sections of Intermediate Photography (JOUR 331) each semester. Organized editor-in-residence program. Bob Lynn, AME Visuals, *The Virginian Ledger-Star*, spent three days at WKU speaking to classes and working with photojournalism majors. Organized and directed the 19th Mountain Workshop held in Campbellsville, Ky. Out-of-town faculty were: Judy Walgren, *The Dallas Morning News*; Renee Byer, *The Oregonian*; Tom Hardin, *Detroit News*, retired; John Kaplan, president, The Media Alliance; and Jack Corn, WKU photojournalist-in-residence, retired. Coordinated grads week bringing in Tamara Voninski, photojournalist, *The Virginian Ledger-Star*, and Tim Broekema, picture editor, *The Chicago Tribune*. Hosted a speaker, Steve Jones, lighting specialist from the *Memphis Commercial Appeal*.

Successfully initiated camera equipment loaner programs for students with Canon USA (almost \$50,000 worth of equipment) and Nikon Inc. (also almost \$50,000 worth). Organized and conducted Photo Homecoming '95, celebrating the WKU photojournalism program's 20th anniversary. Took intermediate classes to Russ Herrington Studios, Nashville. Hosted Mark Tucker as a guest speaker in the Intermediate Photography class.

PAULA QUINN – Routinely teach two sections of JOUR 202 Basic Reporting; one section of JOUR 323 Newspaper Editing and one section of JOUR 425 Editorial and Feature Writing.

CLIFF SHALUTA – For Fall 1996, was responsible for teaching two sections of JOUR 349, Advertising Media, one section of a JOUR 481 special topics course titled: Advanced Advertising Strategies, and one section of JOUR 344 Retail Advertising. For Spring 1997, was responsible for teaching two sections of JOUR 342 Advertising Research, one section of JOUR 481 and a senior campaigns class, JOUR 446. The campaigns class uses the American Advertising Federation's student advertising competition as a major focus. The 1997 case assignment was for Pizza Hut. The team placed fourth in the district.

CAROLYN STRINGER – Courses taught: Fall 1996, one section of JOUR 341 Principles of Advertising and two sections of JOUR 345 Copy and Layout; Spring 1997, two sections of JOUR 341 Principles of Advertising and one section of JOUR 446 Advertising Campaigns; and Summer 1997, one section of JOUR 341 Principles of Advertising. Portfolio Review: Reviewed 11 portfolios of senior students in the capstone course, Advertising Campaigns.

Class activities: In a campaign for the Red Cross, students placed second in regional competition in the National Student Advertising Competition. They prepared a 40-page plans book and a 20-minute presentation that they presented to judges in Dayton, Ohio. Principles classes: Students prepared advertising plans for Kodak Fun Saver cameras, Klondike bars and Snapple beverages. The projects included research on the Internet, as well as use of traditional sources. Copy and Layout class students adopted 16 small businesses in the area and prepared a variety of materials for them, including newspaper and outdoor ads, menus, and other collateral. One student team prepared a business-to-business catalog for a small local company. Five creative campaigns created in the copy and layout class were entered in the "Louie" awards competition sponsored by the Louisville AAF professional chapter. Teaching development: Attended a three-hour workshop on "Classroom Research for the Enhancement of Teaching and Learning," conducted by Charles Walker. Attended a summer workshop on setting up web pages that was conducted by the Center for Teaching and Learning. Visited Bandy, Carroll and Hellige agency, the April Group (an interactive company) and Creative Alliance agency during the fall semester. Talked with account managers and creative directors and observed presentations of their work.

FACULTY: FULL-TIME/PART-TIME

1. **Teaching, research and public service responsibilities for each faculty member for 1996-97.** These activities are reported separately and in more detail in Part II, Section 5 - Instruction/Evaluation, Section 9 - Faculty Scholarship/Research/Professional Activity and Section 10 - Public Service. The following itemizes only departmental activities.

BOB ADAMS -- His contract with the university calls for teaching one class each semester in the Department of Journalism. However, out of the goodness of his heart, he teaches JOUR 427 School Publications each semester and in the summer on an independent study basis for journalism education minors. He has no other activities under department auspices.

JO-ANN ALBERS -- As department administrator, she teaches one class each semester: JOUR 301 Press Law and Ethics, an 18.75% share of her work load. The remainder of her time is split two-thirds for administration and one-third for service. As department head she serves on the Potter College Curriculum Committee.

HARRY ALLEN -- He teaches a three-four class load with a one-class reduction in the fall semester for internship/job placement activities for print journalism majors. In the fall he also teaches an honors colloquium. As of Fall '97 he will represent the department on the college faculty development committee.

JOHN BARNUM -- He has taught three classes each semester, which accounted for 55% of his work load. He receives a one-class work reduction each year as sequence coordinator he receives a one-class reduction, and until 1997-98 he received another for supervision of internships, accounting for providing 18.75% of his time devoted to administration. The remaining 26.25% of his time was distributed between service and professional activities, including writing magazine articles about the department and other topics. Sequence coordinator responsibilities include supervising teachers, scheduling classes and reviewing curriculum. In Fall '97 he is turning internships over to Augustine Ihator and will have more time for research/professional activity.

ROBERT BLANN -- On optional retirement, his only responsibility was to teach two classes each semester. In Fall '96, one section each of JOUR 202 Basic Reporting and JOUR 454 Public Relation Publications; in Spring '97, two sections of 202.

TIM BROEKEMA -- On campus as a Freedom Forum professional-in-residence, he was a bonus faculty member for Spring '97 and continues on the faculty in Fall '97. He taught three classes in the spring semester, consulted with the *College Heights Herald* photography staff and helped plan a visual editing workshop that will start in October 1997. His being here has allowed other PJ faculty members to get some release time for special projects.

CORBAN GOBLE -- On optional retirement, his only responsibility was to teach two classes in Fall '96: two sections of JOUR 202 Basic Reporting.

JIM HIGHLAND -- He teaches three classes each semester, which accounts for 56.25% of his work load. As sequence coordinator he receives a one-class reduction, providing 18.75% of his time devoted to administration. The remaining 25% of his time is distributed between service and professional activities, including writing magazine articles about the department and other topics. Sequence coordinator responsibilities include supervising teachers, scheduling classes and reviewing curriculum.

AUGUSTINE IHATOR -- A new faculty member in 1996-97, he was hired to teach the standard four-classes per semester load that represent 75% of a teacher's responsibility. He was hired at the associate professor level and is eligible for some research release if he has meritorious proposals for it. Starting in Fall '97 he will be responsible for the public relations internship program and will receive a one-class reduction each year for that work.

JAMES KENNEY -- A photojournalist-in-residence, he teaches four classes each semester and has limited service and scholarship/research/professional activity expectations. Should he opt for assignment to a tenure-track position, he will be expected to have the level of activity necessary to earn tenure and promotion. He serves on the department's student recruitment/retention committee and has conducted a few design software seminars for fellow journalism faculty members.

WILMA KING-JONES -- She teaches four classes each semester and devotes most of the remaining 25% of her work load to professional creative activities. She serves on the department's student recruitment/retention committee.

DAVE LaBELLE -- A photojournalist-in-residence, he teaches four classes each semester and has limited service and scholarship/research/professional activity expectations. The lion's share of the 25% of his time left after teaching activities is devoted to advising and counseling photojournalism students.

LINDA LUMSDEN -- A new faculty member in 1996-97, she was hired to teach the standard four-classes per semester load that represent 75% of a teacher's responsibility. Research proposals submitted for the 1997-98 school year have earned a reduced class load. She is the department's representative on the dean's advisory committee.

MIKE MORSE -- He teaches two classes each semester, which accounts for 37.5% of his work load. He receives a one-class reduction each year for duties as a sequence coordinator and one class reduction for supervision of photojournalism internships. He receives one-class release each for responsibilities as student publications photography adviser and director of laboratories for Student Publications and the Department of Journalism. The remaining 25% of his time is distributed between service and professional activities, including fund-raising and promotion of the photojournalism program. Sequence coordinator responsibilities include supervising teachers, scheduling classes and reviewing curriculum. He is the department's liaison with university libraries and chairs the electronic technologies committee. He won the 1997 University Libraries Faculty Award for his work in support of the libraries.

PAULA QUINN -- In recent years she has taught three classes each semester and received a one-class release to work on researching and writing books. She is alternate to the Faculty Senate and the Potter College Curriculum Committee. She advises Kappa Tau Alpha, honor society for journalism students.

CLIFF SHALUTA -- He teaches four classes each semester that accounts for 75% of his work load. The remainder of his time is divided between professional and service activities. He represents the department on the Potter College Curriculum Committee.

CAROLYN STRINGER -- She teaches three classes each semester, which accounts for 56.25% of her work load. As sequence coordinator she receives a one-class reduction each year and as supervisor of advertising internships she receives another, providing 18.75% of her time devoted to administration. The remaining 25% of his time is distributed between service and professional activities, including writing magazine articles about the department and other topics. Sequence coordinator responsibilities include supervising teachers, scheduling classes and reviewing curriculum. She has devoted some of her time to production of ads for the department. Two years ago she won the Potter College faculty service award.

2. **Faculty vitae.** Vitae for full-time faculty follow on pages 262-350. Vitae for part-time faculty are on pages 351-363.

FULL-TIME

| | | | |
|------------------------|-----|------------------|-----|
| Robert Adams | 262 | James Kenney | 304 |
| Jo-Ann Huff Albers | 265 | Wilma King-Jones | 309 |
| Harry Allen | 269 | Dave LaBelle | 313 |
| John Barnum | 271 | Linda Lumsden | 316 |
| Robert Blann (retired) | 278 | Mike Morse | 322 |
| Tim Broekema | 285 | Paula Quinn | 325 |
| Corban Goble (retired) | 287 | Cliff Shaluta | 329 |
| James Highland | 290 | Carolyn Stringer | 339 |
| Augustine Ihator | 299 | | |

PART-TIME

| | | | |
|---------------------|-----|----------------|-----|
| Chad Day | 351 | Bob Skipper | 359 |
| Alan Jolly | 353 | Richard Sowers | 361 |
| Sandy Merkle-Finley | 354 | Joel Wilson | 363 |
| Clayton Scott | 357 | | |

Robert R. Adams

121 Garrett Center, Western Kentucky University,
Bowling Green, KY 42101

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Bowling Green, KY 42101-2615

Home: (502)846-2358
Work: (502)745-6278

Education:

- | | | |
|------|--|-------------------|
| 1970 | BALL STATE UNIVERSITY Earned 24 quarter hours in journalism beyond masters | Muncie, IN |
| 1965 | WESTERN KENTUCKY UNIVERSITY Masters in English/Education Editor, College Heights Herald | Bowling Green, KY |
| 1964 | WESTERN KENTUCKY UNIVERSITY Bachelors with area of concentration in English | Bowling Green, KY |

Experience:

- | | | |
|-------------------|--|-------------------|
| July 1966-present | WESTERN KENTUCKY UNIVERSITY Director of Student Publications (acting director from July '87 to July 1990) charged with overall supervision of College Heights Herald and Talisman/Talisman Xposure • Herald won 1996 General Excellence award in Kentucky Press Association Newspaper Contest, Associates Division. • Talisman Xposure won 1995-96 Pacemaker Award from Associated Collegiate Press. • Talisman Xposure won 1995 Gold Crown from Columbia Scholastic Press Association. • Herald won 1991-92 Pacemaker Award from ACP and Newspaper Association of America. • Herald adviser since 1968; Talisman adviser since 1990. The Herald was inducted into the ACP Hall of Fame in 1989. • Associate Professor of Journalism , tenured. Teach Basic Reporting, Newspaper Management and School Journalism. | Bowling Green, KY |
| 1988-89 | CUMBERLAND TIMES • Publisher | Crossville, TN |
| 1985-86 | NORTH WARREN OBSERVER • Publisher and General Manager. | Smiths Grove, KY |
| 1980-87 | CUMBERLAND COUNTY NEWS • Co-Publisher. | Burkesville, KY |
| 1983-87 | CITIZEN-STATESMAN • Co-Publisher. | Celina, TN |
| 1982-87 | EDMONTON HERALD-NEWS • Co-Publisher. | Edmonton, KY |

1965-66

DAILY NEWS.

Bowling Green, KY

Reporter and acting sports editor; worked full time and part time three years.

- Covered Planning and Zoning Commission, Chamber of Commerce and variety of other news beats and general assignment.
- Served as one-person sports staff covering all local and area high schools and Western Kentucky University.

**Professional
Involvement**

KENTUCKY PRESS ASSOCIATION

- Served as Secretary, Vice Chairman, Chairman and now Past Chairman of Associates Division from 1993-present. Member of the KPA Board of Directors in 1995-96; member of Associates Board of Directors. Have attended winter and/or summer conventions since 1977.

WEST KENTUCKY PRESS ASSOCIATION

- Regularly represent Western at the West Kentucky Press Association and frequently appear on programs.

COLLEGE MEDIA ADVISERS/ASSOCIATED COLLEGIATE PRESS

- Serve as associate chair of the CMA Newspaper Committee
- Past chair of the CMA Awards Committee
- Regular speaker at annual ACP/CMA Convention

KENTUCKY INTERCOLLEGIATE PRESS ASSOCIATION

- Three terms at Executive Secretary. Have attended KIPA conventions since 1968 and have organized several.

**Professional
Service**

HIGH SCHOOL PUBLICATIONS WORKSHOP

- Director. Since 1978, 1,240 high school students from 141 high schools have attended.

MINORITY JOURNALISM WORKSHOP

- Associate director, since 1988. Director in 1984, 1985, 1987.

JOURNALISM DEPARTMENT SCHOLARSHIP COMMITTEE

- Chair, since 1977.

HIGH SCHOOL PRESS DAY, SCHOLARS DAY

- Coordinator of Press Day from 1978-88; co-chair since 1988.

HEARST WRITING SELECTION COMMITTEE

- Chair since 1978.

SAINT THOMAS HOSPITAL, Nashville, TN

- Consultant for the Publications Department in 1990-91.

NEWSPAPER CONTEST JUDGE

- Judged contests for Society of Professional Journalists Inland Northwest Excellence in Journalism and regional Mark of Excellence, American Publishing Co., Florida Press Club, Kentucky Weekly Newspaper Association, Mississippi Sports Writers Association, South Carolina Press Association Collegiate

Division, Southern Illinois Smaller Newspaper, U.S. Penal Press.

SPECIAL PROJECTS

- Produced publications for Kentucky Girls Sweet Sixteen, Kentucky High School Music Educators, Kentucky High School Marching Band Championships, Bowling Green International Festival.
- Wrote profiles for American Cancer Society in conjunction with Three-Point Attack programs.
- Spoke at Boys Club and Bowling Green High School and helped coordinate recruiting programs in Lexington, Louisville, Paducah and Owensboro.
- Consultant for the Bluegrass Music News, the Kentucky Music Educators Association monthly magazine.

Awards, Honors:

DISTINGUISHED NEWSPAPER ADVISER

- Received award from National Council of College Publications Advisers (now CMA) as the outstanding four-year university adviser for 1978.

SOCIETY OF PROFESSIONAL JOURNALISTS

- Recognized as 25-year member of the Society of Professional Journalists
- Served as editor of The Working Press at the 1990 national convention.

Jo-Ann Huff Albers
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CURRENT POSITION: Department Head, WKU Department of Journalism, August 1987-present. Department has 512 undergraduate majors, 15 full-time faculty members and offers four undergraduate degree programs: advertising, photojournalism, print journalism and public relations.

Teaching Areas: Press Law and Ethics, Reporting, Editing, Editorial and Feature Writing, and Current Issues in Mass Communication

EXPERIENCE: Editorial consultant, Press Community Newspapers, Cincinnati, Ohio, summer 1993

General news executive, Gannett Co. Inc., Rosslyn, Va., October 1986 to October 1987

Editor and publisher, *Public Opinion*, Chambersburg, Pa., 20,000-circulation daily newspaper, September 1982-October 1986

Editor and publisher, *Sturgis (Mich.) Journal*, 9,000-circulation daily newspaper, May 1981-September 1982

Kentucky executive editor, *The Cincinnati Enquirer*, 1979-81. Other positions in 20 years at *The Enquirer* included Kentucky news editor, Action Line columnist; consumer reporter; environment reporter; assistant women's editor; women's department reporter, copy editor and layout editor; and assistant to radio-television editor

EDUCATION: 18 hours of study of the Russian language, WKU, 1991-94
Master of Education, Communication Arts, Xavier University, 1962
Bachelor of Arts, Broadcasting, Miami University, 1959
American Press Institute Seminar for Journalism Educators, 1991
(more)

Education, continued:

Poynter Teaching Fellowship, Teaching of Ethics, Poynter Institute for Media Studies, 1988
Fellow, 1987 Leadership Institute, Gannett Center for Media Studies, Columbia University
American Press Institute Seminar, Newspaper Budgeting, 1986
API Seminar, Publishers/CEOs of Newspapers Below 75,000 Circulation, 1986
API Seminar, Costs and Management, 1982
Journalism Fellow, Program for Executives, Carnegie-Mellon University, 1980

COMMUNITY RELATIONS:

Bowling Green:

Member, Bible class teacher, 12th Street Church of Christ
Public relations chair, Kiwanis Club of Bowling Green, 1988-91; member, 1988-95

Chambersburg:

Spearheaded county development program that led to establishment of Office of Economic Development and first cooperative venture among five chambers of commerce in Franklin County, Pa.

Chaired establishment of Leadership Chambersburg program

Chaired admissions and nominations committees of United Way

Helped found and was first president of Festival Chamber Orchestra Association at Shippensburg University

Vice president and president of Chambers Fort Chapter, Association of U.S. Army

Sturgis:

Helped establish, secured financing for Downtown Sturgis Development Council

PROFESSIONAL ACTIVITIES:

Chair, Professional Freedom and Responsibility Committee, Association for Education in Journalism and Mass Communication (AEJMC), 1995-1997; committee member 1991-'97

Association for Women in Communications representative on Accrediting Council on Education in Journalism and Mass Communication since 1980; Advancement Fund advisory board, 1993-1995

Accrediting Council appeals board, 1981-82, 1989-92

President, Association of Schools of Journalism and Mass Communication, 1993-94; '92-93 president-elect; '91-92 vice president

Member, Council of Presidents, 1993-94

Member, ASJMC Committee on Alliances, 1994-1997, and AEJMC/ASJMC Task Force on Professional Alliances, 1992-94

AEJMC Executive Committee, 1993-94; 1995-97

Chair, ASJMC Publications Committee, 1989-91

Member, Cooperative Committee of AEJMC and the Newspaper Association of America, member, 1982-92; cochair, 1990-92

ASJMC Steering Committee, William Randolph Hearst Foundation Journalism Awards Program, 1991-present

Editorial board, *The Kentucky Journal*, 1992-95

Treasurer, Kentucky Press Women, 1989-92; member NFPW 1982-present

Professional activities continued:

Member, Society of Professional Journalists, 1979-present
Deputy Chair, Freedom of Information, SPJ, 1989-90
Board member of American Society of Newspaper Editors, elected 1986 to three-year term
 Pennsylvania Society of Newspaper Editors, 1985-1986
 Pennsylvania Newspaper Publishers Association, 1986
 Central Pennsylvania Chapter of SPJ, 1984-85
Education ex-officio board member, Kentucky Press Association, 1990-92
National president of Women in Communication Inc., 1974-75
President, Ohio Newspaper Women's Association, 1973-74
President, Blue Pencil Club of Ohio, 1972-73
President, Cincinnati WICI, 1964
Member, Journalism and Women Symposium, 1988-present; board member, 1991-93
Member, World Association of Women Journalists and Writers, 1970-present
Consulting on Journalism and Mass Communication Accreditation/Curriculum:
 Central Missouri State University
 Eastern Illinois University
 Louisiana State University/Shreveport
 McNeese State University, Louisiana
 Rutgers University/Newark

AWARDS:

1995 University Service Award from Kelly Thompson Chapter of Public Relations
 Student Society of America.
1992 Communicator of Achievement, Kentucky Press Women
1989 Bingham Freedom of Information Award, Kentucky Press Association
1988 Noel Ross Strader Memorial Award for defense of student press freedom,
 College Media Advisers
1988 Poynter Teaching Fellowship
1987 Gannett Leadership Institute Fellowship
1986 Matrix Award of Boston Women in Communications
1985 Greater Chambersburg Chamber of Commerce Award for community
 development work
1985 communications honoree of Leadership Cincinnati
1984 Central Pennsylvania WICI Outstanding Achievement Award
1980 Carnegie-Mellon Fellowship
1980 Cincinnati YWCA Career Woman of Achievement
1979 National Women in Communications Inc. Headliner
1975 International Women's Year honoree in Cincinnati
1974 Myrtle Wreath Award of Cincinnati Chapter of Hadassah
1973 Outstanding Communicator of Cincinnati WICI
1973 National Arbor Day Foundation newspaper award
1964-1986 22 writing and editing awards from press associations in Ohio,
 Kentucky and Pennsylvania

PUBLICATIONS:

Hundreds of articles for newspapers, magazines and professional organization newsletters.

MISCELLANY:

1974 first Charlotte R. Friel memorial lecturer, Washington State University

A founder of New Life for Girls, halfway house in Cincinnati

Adviser:

Middle East Editorial Conference, 1974

Wilmington College newspaper, *Witness*, 1976-77

Women's Ohio Voluntary Employment Network, 1976-78

Pioneers for Century III women's conference, 1976

ERA Fund, Washington, D.C., 1975

Organizer of 1973 U.S. participation in 1973 meeting in Israel of World

Association of Women Writers and Journalists

ACEJMC accrediting team service:

Pennsylvania State University

South Dakota State University

American University

Kent State University*

University of Arkansas - Little Rock*

Western Kentucky University*

Saint Cloud State University*

University of Illinois

California State University - Fresno*

Grambling State University*

Hampton University*

University of Wisconsin - River Falls*

San Francisco State University

California State University/Long Beach

* Team chair

Universities where class lectures or speeches were presented:

Ball State University

Berea College

Bowling Green State University

Central Missouri State University

University of Cincinnati

Duquesne University

East Texas State University

Franklin College

Hampton University

Howard University

Indiana University

University of Kentucky

Marshall University

Miami University

University of Michigan

Michigan State University

Mount Saint Joseph College

Ohio University

Ohio State University

Pennsylvania State University

Shippensburg University

Virginia Commonwealth U.

Washington State University

Wilson College for Women

Wilmington College

Xavier University, Cincinnati

Harry L. Allen

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Western Kentucky University
Bowling Green, Ky. 42101
502-745-6300

496 Minnie Way
Bowling Green, Ky. 42101
502-782-6498
harry.allen@wku.edu

EDUCATION

B.S. in Journalism, University of Florida.
M.A. in Journalism and Communications, University of Florida

PROFESSIONAL

January 1992
to present

Western Kentucky University. Associate professor of journalism. Teach editing, advanced editing, feature writing, advanced reporting, editorial writing.

May 1985 to
January 1992

The Ledger, an 85k-daily newspaper in Lakeland, Fla. City editor. Supervised staff of 29, directed local news operation including four bureaus. Assistant city editor until October 1988. Helped coordinate daily coverage, planned/edited projects, writing coach.

August 1978
to May 1985

Western Kentucky University. Assistant professor. Taught basic reporting, editorial and feature writing, communications survey.

November 1974
to February 1977

New Zealand Press Association, Wellington, N.Z. Edited national news for N.Z. newspapers and Reuters. Legislative reporter for 1975 and 1976 New Zealand Parliamentary sessions.

June 1972 to
November 1974

The Daily Post, Rotorua, N.Z. Reporter, fill-in copy editor. Covered local government, science, health, forest industry, G.A.

May-August 1984

The Courier-Journal, Louisville, Ky. Copy editor (summer only).

June 1983 to
May 1984

Daily News, Bowling Green, Ky. Outdoors writer (part-time). Wrote weekly outdoor report and a weekly outdoors feature.

CONSULTING

July 1997

Writing coach and consultant at seven properties owned by Independent Newspapers Ltd. in New Zealand: **The Daily News,** New Plymouth; **The Dominion,** Wellington; **Manukau Courier,** Manukau City; **North Shore Times Advertiser,** Takapuna; **The Press,** Christchurch; **The Timaru Herald,** Timaru; **Waikato Times,** Hamilton. Conducted one-day seminars for INL staff in Auckland, Christchurch and Wellington.

May-June 1997

Writing coach for nine Landmark Community Newspapers properties in Kentucky: **The Casey County News,** Liberty; **The Central Kentucky News-Standard,** Campbellsville; **The Cynthiana Democrat,** Cynthiana; **the Grant County News,** Williamstown; **The Kentucky Standard,** Bardstown; **The Lebanon Enterprise,** Lebanon; **The Oldham Era,** LaGrange; **The Springfield Sun,** Springfield; and **The Trimble Banner,** Bedford.

July-August 1996

Writing coach and Kentucky Press Association Faculty-in-Residence at the **Sentinel-News** in Shelbyville. Worked individually with staff; conducted twice-weekly staff training sessions.

July-August 1995

Writing coach, consultant for three properties owned by Independent Newspapers Ltd. in New Zealand: Hamilton, **The Waikato Times**; New Plymouth, **The Daily News**; Timaru, **The Timaru Herald**. Conducted one-day reporting/writing/editing seminars for INL staff in Christchurch and Wellington.

June-July 1995

Copy Editor, **The New Zealand Herald**, Auckland, N.Z. Conducted seminar for Herald staff in August.

May-August 1994

Metro desk editor and writing coach, the **Republican-American** in Waterbury, Conn.

PUBLICATIONS

"Educator learned two lessons from Sentinel staff," The Kentucky Press, September 1996.

"Local candidates' announcements: Manipulation is avoidable," Editor & Publisher, Oct. 30, 1993.

"Methods of literary masters rub off on features class," Journalism Educator, Spring 1983.

AWARDS/HONORS

Led child-abuse reporting team at **The Ledger**. The work was awarded first place for excellence in journalism by the Florida Press Club, second place in public service reporting from the Florida Society of Newspaper Editors, third place in investigative reporting from the Institute of Southern Studies' 1990 Southern Journalism Awards, and was a finalist in the Scripps Howard Foundation National Journalism Awards public service category.

MILITARY

September 1965
to July 1968

U.S. Navy communications technician. Served at communications station in Sidi Yahia, Morocco, and at Homestead AFB, Florida.

VITAE

JOHN M. BARNUM, JR.

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SUMMARY

Dr. Barnum earned a Ph.D. in Journalism and practiced public relations at the local, nation, and international level for over 20 years. His experience included working with a wide variety of publics including internal and external audiences. He specialized in campaign design and management; media analysis; conflict management; media training; and public relations program development. Dr. Barnum now heads an award winning undergraduate public relations program at Western Kentucky University.

EDUCATION

Doctor of Philosophy in Journalism, 1993, The University of Texas at Austin.

Master of Arts, in Journalism and Communications, 1975, The University of Florida.

Bachelor of Science, in Advertising, 1967, The University of Florida.

U. S. Air Force Advanced Public Affairs Officer Course (eight graduate credit hours);
University of Oklahoma.

Defense Information School; Officer Course--Honor Graduate, Fort Ben Harrison, Indiana.

NATO Public Information Officer Course; Mons and Brussels, Belgium.

U.S. Army Organizational Effectiveness Course, Fort Sheridan (Chicago), Illinois.

ACADEMIC EXPERIENCE

Associate Professor and Sequence Coordinator, Department of Journalism, Western Kentucky University, 1993-Present.

Assistant Professor and Sequence Coordinator, Department of Journalism, Western Kentucky University, 1991-1993.

Courses taught:

Journalism 456, Public Relations Campaigns
Journalism 353, Public Relations Theory, Research and Evaluation
Journalism 352, Public Relations Communication
Journalism 351, Public Relations Principles and Practices
Journalism 202, Basic Reporting

Assistant Instructor, Department of Journalism, College of Communication, The University of Texas at Austin, 1988-1991.

Courses taught:

Journalism 375, Magazine Editing and Desktop Publishing.
Journalism 348, Writing for Public Relations
Journalism 312, Writing for the Mass Media

PROFESSIONAL EXPERIENCE

Summary

Extensive public relations and mass communications experience specializing in planning and conducting programs for adverse, hostile and crisis situations.

Program Manager

Director, Strategic Planning; Office, Chief of Public Affairs; U.S. Army in Europe; Heidelberg, Germany.

Wrote all public relations campaign plans for Army operations in Europe, Africa, and the Middle East. Planned U.S. Army internal and external public relations programs for chemical and nuclear operations within NATO. Plans included developing and writing crisis plans and exercises involving NATO military forces and embassies. Wrote public relations campaign plans for 271 introducing new equipment and withdrawal of old equipment into Army units in Europe; many of the systems requiring extensive coordination with host nation governments and the U.S. Embassy.

These programs frequently impacted densely populated and environmentally sensitive areas of Europe. Examples included the introduction of depleted uranium weapons and the withdrawal of the Pershing II missile system. Conducted a complete analysis and wrote concept of operations for Army wartime public relations operations in Europe. Wrote speeches for a two, three and four-star general. Supervised three account executives and one administrative assistant. 1985-1988

Public Relations Account Supervisor, Headquarters, U.S. Army, Pentagon, Washington D. C.

Wrote annual Department of Army public affairs campaign plan. Wrote public relations portion of Secretary of the Army's annual Congressional posture statement. Supervised the development of the Army public relations personnel structure for both peacetime and wartime. Formulated national and international public strategy for introduction of new weapons systems including: Abrams tank, Bradley fighting vehicle and Pershing II missiles (controversial acquisitions). Developed Army public relations program for deployment of the Intermediate Range Nuclear Force to Europe. Directed the development of doctrine for Army public relations operations (as used during Desert Storm). 1982-1985

Public Relations Officer, Cuban Crisis, Fort McCoy, Wisconsin

Established and directed all facets of the public relations program for transforming Fort McCoy from a summer training site into a fully functioning refugee camp for Cubans during the Mariel boatlift. Activities included national and international media news briefings (over 300 on the first day) to publishing a newspaper and developing brochures and pamphlets facilitating refugee orientation to the United States. 1980

Research Analyst, U.S. Army Forces Command, Atlanta, Georgia.

Conducted communications research and public relations planning for Army forces in the United States. Developed, wrote, administered and interpreted results for all mass communication research conducted within the organization. Formulated and supervised execution of public relations activities for national emergencies, joint service training exercises, and war contingencies. Coordinated professional development for over 1,000 public relations staff. Wrote speeches for a two, three and four-star general. 1975-1979

Chief, Field Artillery Team, U.S. Army Readiness Group, Fort McCoy, Wisconsin.

Prepared classroom and field instructional packages for use by National Guard and Army Reserve field artillery units throughout the upper Midwest. Conducted and evaluated annual training. 1979-1982

Consultant

Vice President for Public Relations, Pegasus Group, Austin, Texas.

Advised clients on public relations plans and programs and developed survey research material for program evaluations. 1988-1993

Counselor:

Bowling Green Municipal Utilities. 1994-1996.

Western Kentucky University's "Leadership for the '90s" Program. 1993-1995.

Western Kentucky University's Crisis Management Development Team. 1993-1995.

The United Way of Kentucky, Crisis Management. 1994.

Human Rights Commission, City of Bowling Green. 1992-1995.

Editor

Managing Editor, The Field Artilleryman Fort Sill, Oklahoma (currently The Field Artillery Journal).

Managed all facets of a major Army professional journal and 25 additional manuals and publications. 1971-1972

Related Experience

Military Tactics Instructor, U. S. Army Field Artillery School and for the Wisconsin National Guard.

Experienced leader, manager, director and supervisor of organizations from 50 to 200 people.

Skills

Proficient in the following computer applications: SPSS, SAS, SYSTAT, Microsoft Word (DOS and Macintosh), Word Perfect, Microsoft Excel (Windows and Macintosh), Lotus 123, Harvard Graphics, PageMaker (Windows and Macintosh), Aldus FreeHand, and Quark XPress (Windows and Macintosh) Adobe PhotoShop (Windows and Macintosh) and Corel.

Honors, Awards and Membership

Phi Kappa Phi Honor Society.

Outstanding Faculty Advisor, Public Relations Student Society of America, East Central District, 1993, 1994.

3M Foundation Academic Scholar.

Distinguished Military Graduate, University of Florida, 1967.

Association for Education in Journalism and Mass Communication. Chair, International Committee, Public Relations Division (1994-1995). Technology Liaison, Public Relations Division (1995-1996).

Public Relations Society of America.

American Advertising Federation/Alpha Delta Sigma.

Association of the United States Army.

Bronze Star for Valor, Air Medal for Valor and multiple service and achievement awards and decorations.

Publications

Dissertation: "Adding An Affect Component to Fishbein and Ajzen's Model for the Prediction of Behavioral Intentions."

Thesis: "Adaptation of the Fishbein Model to the Testing of Advertising's Cross-Cultural Transferability."

"Crisis Communications." A presentation to the 10th Annual Human Relations Conference sponsored by the Bowling Green Human Rights Commission.

"Crisis Management." A presentation to the 1994 United Way of Kentucky's Leadership Conference.

"Managing Crisis." A seminar for South Central Kentucky businesses. Sponsored by the Bowling Green Human Rights Commission.

"Can Audiences Read Public Relations News Releases? An Analysis of PR Newswire." A paper presented at the 1992 Popular Culture Association and American Culture Association Convention. Jointly authored with Dr. Frank B. Kalupa.

"Proper Phraseology in Attracting Attention to Television PSAs." A paper presented at the 1991 Popular Culture Association and American Culture Association Convention. Jointly authored with Timothy N. Walters.

"U. S. Wartime Information Security Program: Impact on Media Relations." Paper presented at Allied Forces, Central Europe, 1986 Conference.

"U. S. Army Public Affairs Doctrine." A paper presented at the U. S. Army's Vice Chief of Staff's Functional Review, Summer 1984.

Proprietary articles, reports, speeches, for Department of Army offices and Congressional testimonies for The Secretary of the Army.

University and Community Service

Department Senator, Faculty Senate. 1994 - Present.

Committee Member, Western Kentucky University Athletic Committee. 1995-Present.

Academic Advisor, Western Kentucky University's chapter of Public Relations Student Society of America. 1991 - Present.

Academic Advisor, Department of Journalism, Western Kentucky University. 1991 - Present.

Committee Member, Western Kentucky University's Program Development Task Force. 1995 - 1996

Board Member, Bowling Green High School Soccer Parents Association. 1994 - 1995.

Board Member, Bowling Green United Competitive Soccer Association. 1993 - 1995.

Committee Representative, Bowling Green Board of Education's Technology Committee. 1992 - 1995.

Departmental Representative to Potter College Curriculum Committee. 1992 - 1994.

Editorial Board Member, *World Communication*. 1994 - Present.

Faculty Representative, Christ Episcopal Church's University Student Activity Board. 1991 - 1995.

Media Impact Advisory Committee for Western's FIPSE; U.S. Department of Education Funds for the Improvement of Post Secondary Education. 1992 - 1994.

Member, Western Kentucky University President's committee for proposed doctoral program in education. 1991 - 1993.

Outside Research Paper Reviewer, International Association of Business Disciplines, IABD '94.

Research Paper Reviewer, Public Relations Graduate Student Papers, AEJMC '94.

Research Paper Reviewer, Public Relations Faculty Papers, AEJMC '94.

Research Paper Moderator, Public Relations Division Research Paper Session, AEJMC '94.

Sequence Coordinator for Public Relations, Department of Journalism, Western Kentucky University. 1991 - Present.

Dr. Robert L. Blann
2615 Kiwanis Drive
Bowling Green, KY 42101
502/843-1310

Degrees/Institutions

June 1970-Aug. 1971 Ohio University: Ph.D. (3-78) mass communication with public relations-advertising emphasis and marketing minor
June 1959-Dec. 1959 Indiana University: MA(6-65) journalism, business minor
Jan. 1956-June 1959 Indiana University: BA (6-59) journalism-English majors

Professional Positions

Fall 1994--: Early Optional Retirement-- Teach Basic Reporting
Aug. 1971-1994: Western Kentucky University, Associate Professor
(Until 2-89 Coordinator, Major in Public Relations; until 1977, Coordinator of advertising major as well as public relations)
June 1970-Aug. 1971: Ohio University, teaching fellow, Ph.D. student
Sept. 1968-June 1970: Marshall University, Assistant Professor
Sept. 1965-Sept. 1968: Lake Michigan Junior College, Instructor and Director of Publications
Feb. 1964-Sept. 1965: Merchants National Bank, Advertising-Promotion Manager
Feb. 1960-Feb. 1964: Indiana National Bank, Editor of publications and assistant in advertising, marketing and public relations
(Fall 1960-Spring 1965): Part-time teaching, Indiana University, Indianapolis
Sept. 1959-Jan. 1960: Indiana University, graduate assistant in journalism
Jan. 1952-Jan. 1956: Navy underwater demolition team, reports editor and yeoman for advanced underwater research and experimental operations unit

Teaching.

Program development: initiated, developed and gained university approval for new majors in both advertising and public relations. Taught all courses and served as coordinator of both with only part-time assistance until 1977. Advised students in two programs and professional student public relations society and advertising club, both of which I initiated and guided through early years of development. Obtained and studied program and course outlines for many accredited U.S. universities in preparation for AEJMC accreditation which was successful.

Taught 9+18W=27 college courses in 4 disciplines(W=at Western) *News and Magazine:* W-Intro to journalism; W-basic reporting; W-advanced reporting; W-magazine feature writing; W-editorial and interpretive writing; editing; radio-television newswriting; press and society; school publications; and basic photography
Advertising: W-print design, production & typography; W-advertising principles; W-print advertising; W-retail advertising; W-broadcast advertising; copy, layout, and typography; newspaper advertising; W-advertising problems/cases; W-advertising campaigns; W-internships

Public Relations: W-public relations fundamentals; W- public relations communication; W-public relations publications (Bowling Green Magazine, 12-80/12-86--13 issues/Spring '87 converted to more traditional class and desktop publishing component offered next year; industrial publications;

W-public relations campaign management; W-public relations internships
Other: English I & II; letter and report writing.

Publications/Research.

1992--Reviews for Public Relations Review, PR national research journal, on Elsie Parsigian, Mass Media Writing and William C.Mayer,The Changing American Mind.

2/Blann Resume

1989 -- Member of national team of 25 professionals and university professors to abstract body of knowledge about public relations: completed abstracts on 69 books, chapters, and articles in areas of communication and communication relationships, communication processes and effects, and the nature of public opinion. (Copy available) Also, available in book and computer disk through national office of the Public Relations Society of America.

1989 Book reviews for Public Relations Review, research journal of the Public Relations Society of America: Fraser P. Seitel, The Practice of Public Relations, 4th ed., and Constance Perin, Belonging in America -- Reading Between the Lines.

Blann, Robert L., "What is Public Relations?" Practical Public Relations (Louisville: Blake Publications with Bluegrass PRSA, 1985), A1-A15.

----- Dissertation: "The Influence of background photographs upon the evaluation of magazine advertisements" (1978)

----- "Newspaper advertising for appliance retailers," edited by William M. Jenkins. (Bowling Green, KY: Western Kentucky University, 1972), pp. 313-332.

----- "Diffusion of information about a campus product promotion," one of three phases about the dissemination of information about a product on a college campus (1971).

----- "Source as an influence on editor news judgment" 1969.

----- "Finding out what employees think," Reporting October 1969.

----- "Employee information preferences and information as a morale factor," Reporting, December 1965.

----- "Employee information preferences" Masters thesis 1965.

----- ed., The City and the Bank, 1865-1965 (Indianapolis: Merchants National Bank, 1965).

----- "Editorial efficiency: The art of saving minutes," Reporting, November 1964.

----- "Banks short on cash," The American Legion October 1964.

----- "A bank bonus for perfect payment," Mid-Continent Banker, September 1964.

----- "Jaycees accenting youth," Star Magazine, July 1964.

----- "Begin with a calendar," Reporting, October 1963.

----- "Seven ways to get more done today," Future, July 1963.

----- "A unique card game...", Real Estate Management (Spring 1963).

----- "How to measure bank jobs," Mid-Continent Banker October 1962.

----- "Brown County -- A dream come true," Star Magazine September 1962

----- "TV banking provides another role for women," Banking, July 1962.

----- "Preparedness best defense from threat of attack," The Hoosier Banker, November 1961.

----- "Ideas pay Indiana bankers," Mid-Continent Banker October 1961.

----- "Educational loan: No worthy student denied," Indiana University Alumni magazine, April 1961.

----- "German bankers introduced to American banking system," Mid-Continent Banker, March 1961.

----- "College on the cuff," Family Circle, March 61.

3/Blann Resume

----- "A most honored traveler," Banking, December 1960.
----- "Money talks," Mid-Continent Banker, September 1960.
----- "How to ruin your bank," Banking, July 1960.
----- "Bicycle race with heart," American Bicyclist, May 1959.
----- "'Cuda bait," Leatherneck, January 1959.
----- "Suit yourself," Water World, July-August 1956.
----- "Down under up north," The Skin Diver, December 1955.

Presentations:

December 1988: Presentation to approximately 100 public affairs representatives of the U.S. Forest Service, U.S. Department of Agriculture, on professional training for public relations-public affairs, Galt House, Louisville
1987, 86, 85, 75: Presentations on various aspects of public relations public relations workshop, Bluegrass PRSA Chapter, Louisville
June 1986: Moderator, all-day workshop on PR research techniques, Louisville
October 1985: Presentation on basic public relations writing at public relations workshop, Bluegrass PRSA Chapter, Louisville
July 1984: Presentation on magazine writing and editing for Kentucky Professional Publishing Seminar, Louisville
October 1983: Report of the national task force for public relations education, PRSA Educators' Section, New York
November 1982: "Perceptions and involvement of students, professionals and faculty advisers," presented to Educators' Section, PRSA, San Francisco
October 1982: "What happening in PR education in Kentucky," presentation to Bluegrass Chapter of PRSA, Louisville
March 1980: Three-hour seminar on planning and communicating bank services, to Kentucky bankers, Bowling Green
1971-80: "Newspaper advertising for appliance retailers" and "Budgeting and planning retail advertising," participant 14 time in nine years, General Electric Institute of Retail Appliance Management, Western Kentucky University.
October 1976: "Role of the faculty adviser," presented to the national Educators' Section, PRSA, Dayton
October 1976: "What's happening in public relations education," to Bluegrass PRSA, Louisville.
Spring 1965: "Three guides to better letter writing," Third Annual Management Development Conference, American Society for Training and Development, Indianapolis
October 1964: "Publicity -- more than a circus," presented at the National Conference of the American Institute of Banking (AIB), Atlanta
July 1963: "Publicity is only the ship," presented at District II AIB conference, Peoria
July 1962: "The press manual as an aide to working with amateur reporters," District II AIB Conference, South Bend

Consulting/Professional activity:

1993--Communication consultant to Warren County School System
1992--Communication plan for new radiologic clinic
1991- Consultant to Vocational-Technical School
1990--- Computer produced quarterly booklet for Kentucky Society of Radiologic Technologists
Fall 1988-89 Monthly computer newsletters for Bar Association
June 1987-89 Bowling Green-Warren County Jaycee computer-generated monthly newsletter
1985 Local drug store retail and distributor chain

4/Blann Resume

1982-83 Auto parts dealer-wholesaler

1980-1986 Publisher of city magazine, Bowling Green.

1974-77 Agent-consultant for insurance agency, restaurant, bank, real estate firm, and publisher of 15-volume trade book

1968 Consultant-business communication project instructor, Clark Equipment Co., Michigan

Grants:

1989 University professional development grant on advanced electronic computer design, seminar in Peoria

1987 University grant for establishing a computer lab

1970 National Science Foundation grant in political communication

Professional Development:

1991-92 Learned new software, Quark and Freehand, for instruction in new journalism department computer lab, and developed exercises for J453 instruction.

Summer 1989 4-day seminar in advanced computer design, dgef, Peoria, Ill.

Summer 1987 -- purchased Macintosh SE computer and spent 357 summer hours studying systems, word processing, graphic and design software and prepared materials for adding desktop publishing unit to Public Relations Publications course.

Spring 1985 -- 84 hours of in-class computer instruction on TRS 80 -- basic programming and wordprocessing

Committees/Professional Affiliations.

National

1989 -- Member, national PRSA Body of Knowledge abstract team.

1983-84 Freedom of Information Committee, Association for Education in Journalism and Mass Communication

1982-84 Chair, national task force on public relations education

1982-83 Member, Educational Affairs Committee of the Public Relations Society of America.

1982-83 Educators' Section liaison with PRSA Financial Institutions Section

1982 National program chairman, Educators' Section, PRSA

1982-83, 1980-81 Board member, Educators' Section, Public Relations Society of America

1977-78 National faculty adviser, Public Relations Student Society of America

1962-63 National director, International Council of Industrial Editors (now International Association of Business Communicators)

1962-63 National Committee for Public Relations and Publications, American Institute of Banking

Area and state

1991 Consultant to Kentucky's 15 regions on marketing technical education. Coordinated formulation of plan for research and promotion of vocational-technical education

1989-90 Member Memorial Scholarship committee, Bluegrass PRSA to establish evaluative criteria for scholarship honoring WKU first PRSSA chapter president

1989-90 First computer-generated membership directories with photos for Bluegrass (Louisville and area) Chapter PRSA.

1984-86 Public Relations Committee, Kentucky unit, American Cancer

1985 Consultant to Kentucky Music Association on magazine design

1983-84 Co-Chair, Education Committee, PRSA Bluegrass Chapter

1980-82 Chair, Education Committee, PRSA Bluegrass Chapter

1978--- Member, Bluegrass (Louisville) Chapter, PRSA

1963 Board member, Indiana Chapter, International Council of Industrial Editors (ICIE)

1962 President, Indiana Chapter, ICIE

5/Blann Resume

1961 Board Member, Indiana Chapter ICIE

Professional Affiliations

1983-88 At large member, International Association of Business Communicators

1981-88 Association for Education in Journalism and Mass Communication: public relations, advertising, magazine, and graphic divisions.

1977-1994 Public Relations Society of America, Educators' Section

1970--- Kappa Tau Alpha, scholastic honorary in journalism

1960-65 American Institute of Banking

1960-64 - International Council of Industrial Editors

1958-65 Sigma Delta Chi

Public/University Service:

Regular member of committees on curriculum, new faculty and department head searches, accreditation, self-study, teaching assessment.

1991 Cordinated compilation of department's outcome assessment program

1990-91 Submitted materials for reaccreditation self-study

1990-91 Western XXI public relations crisis campaign

1990-91 Filled in for PR coordinator after Septembe resignation

1987-- Supervised and directed the purchase and installation of six unit Macintosh computer lab and added to existing course instruction in desktop publishing -- continue to supervise computer lab.

1986-88 Adviser to student PR agency/consulting firm

1985-86 Contributed to accreditation reports, SAC sel-study and proposals to university and state to fundj program of excellence-- PR major and program among accredited by AEJMC

1985-86 Promotion coordinator, Lady Topper basketball promotions

1984 Consultant on magazine design, Kentucky Music Education Association

1983-85 Member, public information committee, Kentucky Unit of the American Cancer Society

1981-82, 82-83 Chair, public information committee, area United Cerebral Palsy and telethon

1981-82 Chairman, public information committee, Warren County Unit of the American Cancer Society

1980-86 Adviser, Bowling Green Magazine

1980 Chairman, Institutional Goals Committee, Faculty Senate

1979 District 2 Section, Kentucky Financial Aid Association

1976-80 Member, Faculty Senate

1978 Communications consultant/program-development coordinator -- Norton-Children's Hospital, Louisville

1976 Promotion coordinator, Warren County United Givers' Fund

1976-1989 PR program coordinator, professional liaison, intern and placement director

1974-1989 adviser, national award-winning PRSSA chapter (List awards/achievements attached)

1974-1978 ADS chapter adviser

1971-77 Developed program, gained university program approval, and taught advertising curriculum and all courses

1974-75 PRSSA/ADS chapters chartered

1974 Gained university approval for major in public relations and taught all courses

1963-65 Chairman, promotion and publicity committee, "500" Festival and Mechanic's Banquet, Indianapolis; member, committee of 500

1961-65 Member, public relations/public information committees, Indianapolis Zoological Society, and American Red Cross (Indianapolis), I.U. Alumni Association

6/Blann Resume

1960-65 Indianapolis Junior Chamber of Commerce: vice president, board, and PR director, which included producing weekly radio and bi-weekly TV shows -- named outstanding member in 1963.

Awards

Fall 1987 -- East Central District Outstanding PRSSA Adviser

1986, '85, '84, '83, '82, '76 -- Nominated for PRSA Gold Anvil Award as the nation's outstanding public relations educator

1978 -- PRSSA Presidential Citation

Student awards, achievements.

- 1989 ****Nation's Outstanding PRSA-PRSSA Relationship**
Outstanding district chapter development and chapter service awards
Chuck Hartlage elected national PRSSA chairman, and
Jody Camack elected East Central District Director
District's outstanding case study
- 1988 *Ray Skibinski elected national vice chair of PRSSA.
- 1987 *Ray Skibinski elected East Central District Director, member of the national committee
Trina Suthard named PRSSA district's Outstanding First-Year Member.
Dr. Blann named district's Outstanding Adviser
- 1986 *Gene Crume elected district director, member national committee
Chapter received district Outstanding Service Award
Hosted district spring conference
- 1985 ****Nation's Outstanding Chapter**
East Central District Outstanding Chapter Service Award
District Outstanding Chapter Development Award
District Outstanding Senior (Patti Loizzo)
- 1984 ****National Community Service Award (Bowling Green Magazine)**
- 1983 Student received PRSSA President's Service Citation (Tom Denk)
- 1982 **** National Community Service Award** (Bowling Green Magazine, United Cerebral Palsy, American Cancer Society, others)
- 1981 *Vicki Berling elected National Vice-Chair
****National Community Service Award** (Bowling Green Magazine)
East Central District Chapter Service Award
- 1980 **** National University Service Award** (University Center Board)
*Vicki Berling elected district director
East Central District Chapter Service Award
Two students named among district's three outstanding
Hosted district leadership conference
- 1979 *Susan Crook elected district director
East Central District Chapter Service Award
Hosted district fall caucus
- 1978 *Dan Pelino national past chairman
*Joie Lanham elected district chairman
Hosted National Conference -- New Orleans
East Central District Chapter Development & Chapter Service Awards
- 1977 *Dan Pelino elected National Chairman
****National Chapter Development Award**
First Place District Case Study Case Study Competition
Chapter renamed in honor of Dr. Kelly Thompson
Hosted district spring caucus
- 1976 ****National Community Service Award** (United Givers Fund)
*Dan Pelino elected National Editor
Third place district Case Study Competition
- 1975 spring --Received PRSSA national charter
- 1973, 74, 75- 1-2 students placed in top 5 in Wall Street Journal ad design competition

* Member of national committee; ** National awards

TIMOTHY BROEKEMA

3822 OAKRIDGE DR. KALAMAZOO, MI 49008 (616) 388.2439

GOALS

n [ME *gol* boundary, limit] (1531) the end towards which effort is directed.

EXPERIENCE

n [ME, fr. MF, fr. L *experientia* act of trying] the conscious events that makes up an individual's life.

EDUCATION

n (1531) the knowledge and development resulting from an educational process.

It is said: to be a success in whatever you desire, you **MUST** have specific goals, **WORK** towards those goals and let nothing get in the way. I have a vision, a direction I believe I should follow in my career. That vision is rooted in documentary photojournalism, to freely express myself creatively and to work for a management that believes in professional and personal growth as the central core of life.

WESTERN KENTUCKY UNIVERSITY, BOWLING GREEN, KENTUCKY: -- January 1997 -- present: Freedom Forum Grant recipient; photojournalist-on-loan.

THE CHICAGO TRIBUNE, Chicago, Illinois: February 1991 -- January 1997: sports picture editor.

THREE--PEAT, June, 1993: picture editor for Tribune Publishing's 88 page full colour picture book recapping the Chicago Bulls third NBA title in as many years.

DA CHAMPS, June, 1992: picture editor for Tribune Publishing's 88 page full colour picture book recapping the Bulls second NBA title in as many years.

STAMPEDE, June 1991: picture editor for Tribune Publishing's 144 page full colour picture book recapping the Bulls first ever NBA title.

THE PROVIDENCE JOURNAL, Providence, Rhode Island: March, 1989--January 1991: picture editor and sports page designer.

THE MUSKEGON CHRONICLE, Muskegon, Michigan: September--December, 1988: photojournalism internship.

THE COURIER--JOURNAL, Louisville, Kentucky: May--September, 1988: picture editing internship.

THE PROVIDENCE JOURNAL AND EVENING BULLETIN, Providence, Rhode Island:

May--August 1987: photojournalism internship.

THE MILWAUKEE JOURNAL AND MILWAUKEE SENTINEL, Milwaukee, Wisconsin:

May--August 1986: photojournalism internship.

COLLEGE HEIGHTS HERALD, student newspaper, Western Kentucky University, Bowling Green, Kentucky: September--December 1987: picture editor. January 1985--May 1986 and January--May 1988: staff photojournalist.

POYNTER INSTITUTE FOR MEDIA STUDIES, St. Petersburg, Florida: August 1988 -- honorary degree in newspaper design and typography for journalism graduates.

WESTERN KENTUCKY UNIVERSITY, Bowling Green, Kentucky: May 1988--Bachelor's degree with a major in Photojournalism and a minor in Intercultural studies.

HAWKEYE AND ASSOCIATES, Chicago, Illinois: July 1992--Macintosh training on various software with intensive training on *Adobe Photoshop*.

MOUNTAIN WORKSHOPS, Cumberland Gap Region, Kentucky and Tennessee: October 1985--1997. A five-day retreat to a small town in the Cumberland Gap where 75 plus photojournalist and picture editors gather to hone their skills.

KALAMAZOO CHRISTIAN HIGH SCHOOL, Kalamazoo, Michigan: June 1984--college preparatory.

AWARDS

vt [ME *awarden* to decide] something that is conferred or bestowed esp. on the basis merit.

- ◆ FREEDOM FORUM GRANT, 1997—Recipient one-year teaching grant at a prominent University
- ◆ NPPA PICTURES OF THE YEAR—First place, 1994, Sports photography, portfolio
- ◆ PULITZER PRIZE—1989, general news; Carolton, Kentucky bus crash, picture editor with the Courier Journal staff.
- ◆ NPPA PICTURES OF THE YEAR—Third place, 1989, Individual editing, sports
- ◆ IPPA PICTURES OF THE YEAR—Second place, 1995, Sports story
- ◆ IPPA PICTURES OF THE YEAR—First place, 1994, Sports story and feature
- ◆ INTERNATIONAL OLYMPIC COMMITTEE BEST OF SPORTS PHOTOGRAPHY—1994, Chosen to represent the best of all sports images taken during the year.
- ◆ SOCIETY OF PROFESSIONAL JOURNALISTS—First place, 1992, Peter Lisagor Award for layout and design.
- ◆ SOCIETY OF NEWSPAPER DESIGN—Award of excellence, 1992, reprint category 250,000 and higher.
- ◆ SOCIETY OF NEWSPAPER DESIGN—Award of excellence, 1991, page design portfolio, news pages category 250,000 and higher.
- ◆ SOCIETY OF NEWSPAPER DESIGN—Award of excellence, 1990, sports pages category 250,000 and higher.
- ◆ NEW ENGLAND ASSOCIATED PRESS Executive News Editor Awards—First place, 1991, sports page design 80,000 and higher.
- ◆ PACEMAKER, THE COLUMBIA SCHOLASTIC PRESS ASSOCIATION—1988, picture editor with the College Heights Herald staff.
- ◆ THE COLUMBIA SCHOLASTIC PRESS ASSOCIATION—First place, 1987, feature photo presentation.
- ◆ KENTUCKY INTERCOLLEGIATE PRESS ASSOCIATION—First place, 1987, magazine photo story.
- ◆ KENTUCKY INTERCOLLEGIATE PRESS ASSOCIATION—First place, 1986, photo essay.
- ◆ WILLIAM RANDOLPH HEARST COMPETITION—19th place, 1986, photo portfolio.
- ◆ WESTERN KENTUCKY UNIVERSITY—1988, outstanding senior photojournalist.
- ◆ WESTERN KENTUCKY UNIVERSITY—1984, President's Scholar.
- ◆ WESTERN KENTUCKY UNIVERSITY—1984–1988, Honors student.

REFERENCES

n (1589) a statement of the qualifications of a person seeking employment by someone familiar with the person.

Dave LaBelle
photojournalist-in-residence
WESTERN KENTUCKY UNIVERSITY
122 Garrett Center
Bowling Green KY 42101
502.745.6307

Joe Knowles
associate sports editor
THE CHICAGO TRIBUNE
435 North Michigan Ave.
Chicago, IL 60611
312.222.3479

Jonathan Newton
photojournalist
THE ATLANTA JOURNAL AND CONSTITUTION
1015 Waterfall Place
Lawrenceville, GA 30244
404.526.5410

Robert Pope
director of photography
STATE JOURNAL—REGISTER
1 Copley Plaza
Springfield, IL 62705
217.788.1475

G. Corban Goble

Résumé

Associate Professor, Department of Journalism & Western Kentucky University, Bowling Green, KY 42101

Office: 2B Garrett Conference Center. Ph. (502) 745-6987 (Dept.: (502) 745-4143). E-mail: cgoble@wku.campus.mci.net
Residence: 331 Cedar Ridge Road, Bowling Green, KY 42101-3716. Ph. (502) 782-5016

Journalism Teaching Experience--

1996-present - Western Kentucky University, instructor for "Basic Reporting" under WKU's optional retirement program.

1985-1996 - Western Kentucky University, instructor for "Journalism and Society," "Basic Reporting" and "American Press History."

1972-1975 - Indiana University, instructor for "Editorial Practices" and "Introduction to Mass Communications"; project coordinator for newspaper prepared by members of the Dow-Jones Newspaper Fund High School Teachers' Workshop, July 1974.

1971-1972 - University of Kentucky, instructor for "Principles of News Writing" and "Writing for the Mass Media"; laboratory instructor for "Copyreading and Editing."

1955-1970 - Berea Citizen (weekly), directed on-the-job training for Berea College students working in journalism.

Employment--

1985-present - Western Kentucky University, assistant professor, 1985-1991; associate professor. 1991-present.

1981-1984 - Concentration on research, writing and computerizing the dissertation.

Estate executor for mother (Berea, Ky.), 1983-1984, and for aunt (Victoria, B.C., Canada), 1975-1978.

1977-1979 - Lay associate minister and Christian education director, Oak Bay United Church, Victoria, B.C., Canada: organization of church visitation program, youth leader, church public relations, member of various committees and boards, assistant worship leader.

1972-1975 - Associate instructor and lecturer in journalism, Department of Journalism, Indiana University, while a graduate student.

1971-1972 - Teaching assistant in journalism, Department of Journalism, University of Kentucky, while a graduate student; research assistant for information-seeking study, summer 1972.

1964-1970 - Editor of Berea Citizen (weekly) and superintendent of Berea College Press, Berea, Ky.: staff organization and training, planning and execution of news coverage, expansion of circulation, scheduling of printing work, estimating, billing, budgeting, planning for offset conversion.

1955-1964 - Associate editor and assistant superintendent of the above organizations.

1956-1961 - Berea correspondent for the Associated Press and the Lexington (Ky.) Herald.

1952-1955 - U.S. Navy: completed officer candidate school, damage control school and school for destroyer engineering officers; served aboard USS Moale (DD-693) during the Korean conflict, the last year as chief engineer; lieutenant in Reserve.

1944-1952 - Student worker at Berea College Press, Berea Citizen and Berea College News Bureau; staff member at 287 Lexington, Ky., YWCA girls' camp; provisional scoutmaster at Boy Scout camp.

Education--

Ph. D. in Mass Communications, Indiana University, November 1984. Dissertation topic: "The Obituary of a Machine: The Rise and Fall of Ottmar Mergenthaler's Linotype at U.S. Newspapers."

M.A. in Communications, University of Kentucky, 1972; won Lou C. Henry Prize for Excellence in Public Relations class, 1971.

B.A. in History and Political Science, Berea College, Berea, Ky., 1952.

Graduate of Berea Foundation High School, 1948.

Conference Activities, Papers and Articles--

Moderator and discussant for panel at Ohio Valley History Conference, Bowling Green, Ky., October 1996.

"Rogers' Typograph versus Mergenthaler's Linotype: The Push and Pull of Patents and Priority in the 1890s." Refereed research paper presented at History Division, Association for Education in Journalism and Mass Communication, Norman, Okla., August 1986; revised and presented at the Ohio Valley History Conference, Richmond, Ky., October 1994; presented at American Typesetting Fellowship, Charlotte, N.C., September 1996; article accepted in February 1997 for inclusion in Printing History journal.

"Mark Twain's Nemesis: The Paige Compositor." As a refereed selection, this paper was presented at the History Division, AEJMC, Memphis, Tenn., August 1985; reprinted in Western Kentucky University Faculty Research Bulletin, Vol. 9, 1987, pp 13-31; presented at the Ohio Valley History Conference, Richmond, Ky., October 1991; revised and presented at American Typesetting Fellowship, Buena Park, Calif., July 1994.

Leader for panel evaluating the press in the former Soviet Union, AEJMC Southeast Colloquium, Tuscaloosa, Ala., March 1993.

"Ottmar Mergenthaler: Luck, Genius and Sorrow Surrounded the Life of the Linotype's Inventor." Refereed research paper presented at AEJMC Southeast Colloquium, Chapel Hill, N.C., April 1989.

"Show and Tell Works Well in History Classes," article in CLIO, AEJMC History Division newsletter, January 1987.

"Linotype Was First Used 100 Years Ago," article in CLIO, June 1986.

"The Right Type" (article about John R. Rogers), Berea Alumnus (college), Sept.-Oct. 1985, pp 5-6.

"The Clipping Bureau: Its Function Today in the PR Profession," report distributed by the Public Relations Department, University of Kentucky, 1971.

"Up Poor Fork and Down Cutshin," Berea Alumnus, June-July 1968, pp 3, 12, 29-30.

"The Offset Story at the Berea Citizen," National Publisher, December 1965, pp 16-18.

Service Activities--

Participant in Speakers Bureau of WKU and Bowling Green/Warren County Bicentennial, 1997-present.

Member, Faculty Senate, Western Kentucky University, 1991-1994.

~~1986~~ member of People-to-People journalism educators' trip to the Soviet Union, March 22-April 6, 1991.

Member of the Curriculum Committee of the Potter College of Arts, Humanities and Social Science, Western Kentucky University (1989-1992); University Academic Probation Committee (1985-1988); Potter College Dean's Advisory Committee (1989-1990, 1995-1996); Distinguished Faculty Awards Committee (1986-1989).

Judge for Florida Press Club Excellence in Journalism contest, 1990; for Society of Professional Journalists Distinguished Service Award (research) in Journalism, 1988; for Kentucky Sweet 16 Academic Showcase Contest newspaper feature articles, 1986; for Indiana Business Communicators, 1975; and for Tennessee and Kentucky newspapers, 1973-1974.

Discussion leader for WKU High School Press Day, November 1988.

Member of Teaching Standards Committee, History Division, AEJMC, 1986-1987, and of the division's Professional Freedom and Responsibility Committee, 1995-1996.

Foreman, Madison County (Ky.) grand jury, spring 1983.

Member, program chairman, vice president and president, A.O.T.S. (men's service club), Oak Bay United Church, Victoria, B.C., 1976-1979; chairman for Christian Coastal Men's Conference of British Columbia, 1978.

President, Married Students Council, Indiana University, 1975; member of I.U. Halls of Residence Committee, 1976; senator, I.U. Student Association, 1973-1974.

Assistant for promotion and publicity, Kentucky Guild of Artists' and Craftsmen's Fair, 1972-1975.

Adviser for founding of Kentucky Press Service Clipping Bureau, 1971.

Member of executive committee, Kentucky Press Association, 1968-1969; chairman of Circulation Division, Kentucky Press Association, 1969-1970.

Director, Berea Hospital, 1964-1968; trustee and treasurer, Berea Memorial Park, 1957-1970.

Director and secretary-treasurer, Berea Publishing Company, 1964-1970.

Co-chairman, Board of Deacons, Union Church, Berea, Ky., 1969-1972.

Co-editor, The Chimes (Berea College yearbook), 1952; editor The Wallpaper (Berea College student newspaper), 1950-1951.

Boy Scout leader, Troop 74, Berea, Ky., 1949-1952.

Personal-

Born April 21, 1930, Boston, Mass.; married with three children.

Hobbies: photography, printing history, family genealogy, camping, stamp collecting, traveling, hiking.

Member: Association for Education in Journalism and Mass Communication, Fitchburg (Mass.) Historical Society, Honorable Order of Kentucky Colonels, American Journalism Historians Association, Kentucky Historical Society, Kentucky Museum Associates, Ashburnham (Mass.) Historical Society, American Printing History Association, American Typesetting Fellowship, Friends of the International Printing Museum (Buena Park, Calif.), Bowling Green chapter of Mended Hearts Inc. (current newsletter editor), Goble Family Association, Alexander County (N.C.) Ancestry Association, and Towne Family Association.

James L. Highland

Education:

BSJ, West Virginia University, 1965.

MSJ, West Virginia University, 1967

Oklahoma State University, 50-plus hours in higher education

Employment:

Oklahoma State University, instructor, assistant professor, 1968-73.

Western Kentucky University, assistant, associate professor and professor 1983-1997.

Clarksburg (W.Va.) Exponent, police reporter, June 1960-1962.

Morgantown (W.Va.) Post, court, government and political reporter, January 1962-August 1966.

State of West Virginia, government press secretary, August 1966-January 1968.

Charleston (W.Va.) Daily Mail federal government reporter, January 1968-August 1968.

Stillwater (Okla.) News-Press, city hall and county government reporter, January 1969-August 1973.

Park City Daily News, city and county government reporter, editorial columnist, January 1974-1986.

Publications:

"No Time But The Present To Attack FOI Issues," The Kentucky Press, May 1996, p. 15.

"Readers Need Lesson In Importance of First Amendment," The Kentucky Press, October 1996, pp. 4, 15.

Winning Big Western Kentucky University "family" given credit for success of 21-year-old photo program, News Photographer, November 1996, pp. 38-45.

"Country Cafe Court Cooking," Country America, June 1996, pp 78, 83.

"Western Kentucky University already cruising the Infobahn," BellSouth, June 1995, p. 1, 5.

"Student Journalists: They Deserve The Same First Amendment Rights As Their Adult Counterparts," The Tennessean, December 18, 1995, p. 10.

"Censorship of Student Newspapers Is A Call For All Journalists To Help," The Kentucky Press, December, 1995, p. 13.

"The Kentucky Supreme Court Live: WKU campus chapter sees justice in action, SPJ Leader, December 1994, p. 3. (National Publication)

Professional, student photographers greet Glasgow, "The Kentucky Press, January 1995, pp. 8-9.

"A Supreme Visit," On Campus, June 15, 1994 p. 12.

"The Diary," Western Alumni, Winter 1994-95, p. 18.

"Vietnam war devastated WKU professor journeys overseas to see country itself," The Kentucky Press, May 1993, pp. 1, 8, 9.

"Campus chapters fight FOI battles too," SPJ Leader, Vol. 4, No. 2, July 1993, pp. 3, 5.

"Diversity," Communications Contact, December 1992, p. 2.

"Jobs" Communications Contact, December 1992, p. 3.

"Arming Students with more than shooting skills," The Kentucky Press, March 1992, p. 3, 5.

"WKU president announces end to student publications dispute," The Kentucky Press, July 1990, p. 9.

"Al Tompkins," Western Alumnus, Fall 1990, pp. 19-20.

"Terror in Kuwait: Returning native tells of brutalities at hands of Iraqis," The Daily News, Oct. 25, 1990, pp. 1, 12.

"Miller facilitator to governor's office," The Daily News, Oct. 21, 1990, pp. 1, 20.

College Heights Herald, journalism students honored," Western Alumnus, Fall 1990, p. 17.

"Important day passes quietly; no fanfare for FOI," The Kentucky Press, May 1991, p. 5.

"Rites of Spring: WKU photographers record student shenanigans at Daytona Beach," The Kentucky Press, August 1991, pp. 16-17.

"Going, Going, Gone," 4SIGHT March 1989, pp. 7-8.

Western Kentucky University Department of Journalism Brochure, fall 1987.

"Whitey Sanders: Cartoonist With a Passion," Western Alumnus, Spring 1989, p. 14.

"Shooting Straight in Russell County," The Quill, April 1988, pp. 32-37.

"All's Well That Ends Well," The Quill, November 1988, pp. 46-48.

Workbook in Public Affairs Reporting, Western Kentucky University, fall 1987, fourth edition, 1989-97.

Writer's Guide for Public Affairs Reporters, third edition, Fall 1997.

"Jerry Lyons: Classroom Craftsman," Western Alumnus, Summer 1985, p. 14.

"Intense Workshop Encourages Minorities to Enter Journalism," Western Alumnus, Winter 1987, p. 2.

"Western Alumnus Photographs Refugees," Western Alumnus, Spring 1988, pp. 4-5.

"Lee Robertson Retires, But His Love of Western Continues," Western Alumnus, Winter 1986, p. 2.

"A Star on the Horizon," Western Alumnus, Vol. 48, No. 5, 1977.

"Restoring Fort Williams," Western Alumnus, Vol. 48, No. 5, 1977.

"Cabin Fever," Western Alumnus, Vol. 47, No. 4, 1976.

"Depth - Jim Ausenbaugh Adds His Experience to Western's News-Editorial Faculty," The Fourth Estate, Vol. 2, No. 1, 1978.

"Media Experts Provide Advice for Job Seekers," The Fourth Estate, Vol. 2m No. 3, 1978.

"Clairfield, Tenn., Profiled: Students Document Mountain Town," The Fourth Estate, Vol. 4, No. 1, 1980.

"Latin American Connection: Cangemi in Venezuela," Western Alumnus, Vol. 49, No. 4, 1978.

"Hayes Watkins - Bean Counting Pays," Western Alumnus, Vol. 49, No. 4, 1978.

"Valley Portrait: Pros, WKU students Paint Picture of Appalachia," The Viewfinder, National press Photographers Association, Region Four, 1980.

Untitled magazine piece, The Photojournalist, Association for Education in Journalism, University of North Carolina, 1980.

"Western Selects Sixth President: Zacharias to Assume Duties August 1," Western Alumnus, Vol. 51, No. 4, 1980.

"Dr. Minton Named Interim President," Western Alumnus, Vol. 50, No. 4, 1979.

"WKU programs Win Full Accreditation," The Kentucky Press, Vol. 44, No. 7, 1979.

"Field Maneuvers: WKU Photojournalists Portray Mountain Town," The Kentucky Press, Vol. 44, No. 8, 1979.

"The Seventies Remembered," The Fourth Estatesman, West Virginia University, Vol. 40, No. 1, 1980.

"Photos Bring Protest at University," Report of the Ethics Committee. The Society of Professional Journalists, Fall 1988, p. 5.

"Students Show Life in Appalachia Through the Camera's Eyes," Western Alumnus, Vol. 51, No. 5, 1980.

"Carter, Whit, Smith Honored by Western Group," The Kentucky Press, Vol. 43, No. 5, 1978.

"Living the Life We Sing About," Western Alumnus, Vol. 53, No. 5, 1982.

"WKU's College Heights Herald -- An Award Winning, 'Real' Newspaper," Western Alumnus, Vol. 55, No. 4, 1983.

"Committed -- Family of Western Graduates Serving as Career Missionaries," Western Alumnus, Vol. 55, No. 4, 1983.

"Western Reports 56 Students Working as Summer Interns," The Kentucky Press, Vol. 47, No. 8, 1982.

"Group Examines Kentucky Council," 1983 Journalism Ethics Report, The Society of Professional Journalists, November, 1983.

"Tele-thoning," Western Alumnus, Vol. 55, No. 6, 1982.

"City government has guarded optimism about the future," Kentucky Business Ledger, June 1984, B 2.

"Hospitals expanding, but use of beds on down trend," Kentucky Business Ledger, June 1984, B2.

"GM's Corvette Plant had '83 payroll of \$43 million," Kentucky Business Ledger, June 1984, B4.

"Mail-order Camping World opens more retail stores," Kentucky Business Ledger, June 1984, B10.

"Greenwood Mall nearly full but still plans growth," Kentucky Business Ledger, June 1984, B10.

"Union Underwear hasn't suffered from recession," Kentucky Business Ledger, June 1984, B12.

"Kroger Co.'s BG bakery has plans to expand," Kentucky Business Ledger, June 1984, B12.

The Medical Center, Your Partner in Health Care, eight-page tabloid, all copy, editing and design, 1984.

Reporter Burnout: Salaries are just one factor," The Kentucky Press, April 1984.

200+ newspaper articles and editorial columns per year through 1986.

Professional consulting

Principal author and director 1993-1996 Oak Ridge National Laboratory grants for more than \$46,000 for student internship program.

Principal author and director Dow Jones Newspaper Fund \$3,500 Grant and WKU Minority Journalism Workshop 1993-1997, raised an additional \$15,000 for program 1986-1996.

Record seminar for Bowling Green Daily News Newspaper staff, 1996.

Campaign chairman Pat Chism for District Judge Committee, 1996.

Larry O'Bryan for State Treasurer, 1994-95

Nick Kafoglis for State Senator, 1994

Records seminar, Western Kentucky Press Association, 1996.

Media Relations Seminar, Kentucky Association of College Registrars and Admissions Affairs. 1996.

Leadership for the 90s Task Force, 1992, 1993, Western Kentucky University.

Association Press Managing Editors, public affairs and investigative reporting seminar, 1992 spring meeting.

Kentucky Press Association, public records seminar, 1992 winter meeting.

Kentucky Press Association, database and records reporting seminar, summer 1993.

Kentucky Industrial Development Council, media relations, May 1991.

Kentucky Sheriff's Academy, one-day seminar, Kentucky Press Association, February, 1991.

Legal and media consultant, James E. Bowles v. Gilmore Broadcasting Co. 1988-91.

Wake Forrest University, media consultant on student publications, president, vice president and dean, Fall 1990.

Western Kentucky University Economic Development Institute, media consultant, fall 1991.

Kentucky Press Association, public affairs reporting, November 1990.

Private fraternal organization, governmental lobbying and liaison, summer 1991.

Buddy Adams and Associates Inc., governmental lobbying, advertising and public relations, 1985.

The Medical Center at Bowling Green, public relations consulting, publication of a promotional product, 1984.

Arkansas Press Association, public affairs reporting, summer 1986.

Iowa-Nebraska Press Associations, public affairs reporting, fall 1987.

294 North Carolina Press Association, public affairs reporting, summer 1988.

Established Working Relationship between Mayor's Committee and Bowling Green Task Force on Drug and Alcohol Abuse, 1996

Regional Chair, SPJ Chapter Health and Welfare Committee, 1994, 1995

Regional Chair, SPJ International Committee. 1994, 1995

Chair of Central Kentucky session of Kentucky Legislature Interim Committee on Education hearing on the Kentucky Education Reform Act, 150 attended including about 35 witnesses, 1994

Kentucky Sheriff's Academy, Seminars on Media Relations and Hostage Negotiations, 1993-1997.

Kentucky Project Watchdog chairman, Society of Professional Journalists, 1990, 1991.

Region Five Conference chairman, Society of Professional Journalists, Spring 1991.

Society of Professional Journalists National Convention Committee member, Spring and Fall 1990.

Society of Professional Journalists Campus Chapter Affairs Committee vice chairman, 1983-86 (a national committee).

Society of Professional Journalists deputy regional director, 1978-91, 1993-1996.

Society of Professional Journalists Freedom of Information Committee member, 1977-86 national or state).

Society of Professional Journalists Ethics Committee, 1983 (national).

Society of Professional Journalists Project Watchdog Committee 1988-90 (national).

Society of Professional Journalists Louisville Professional Chapter member.

Society of Professional Journalists Minority Affairs Committee 1984-85 (regional).

Southcentral Kentucky Executive Telethon Committee chairman, Muscular Dystrophy Association, 1984-85.

South Central Kentucky Executive Telethon Committee member, Muscular Dystrophy Association, 1987-89.

Special Projects chairman, Warren County Drive, American Heart Association, 1985.

Who's Who in the South and Southeast, 1984-90.

Professional, Scholarly Memberships

Society of Professional Journalists

Kentucky Council on Education for Journalism past president.

Kentucky Press Association.

Owensboro (Ky.) Messenger-Inquirer, investigative reporting, spring 1989.

State Sen. Frank Miller Re-election Campaign Committee, 1986.

Tom Lewis for Circuit Judge Campaign, summer and fall 1987.

Warren County Committee for John Y. Brown for Governor., 1983

Awards

Winner CASE Kentucky Award for Supreme Court Project, 1996

Second place, best feature story, Kentucky Press Association, 1985.

Third place, best locally written column, one issue, Kentucky Press Association, 1982.

First place, investigative reporting, Kentucky Press Association, 1981.

Second place, locally written column, one subject, Kentucky Press Association, 1981.

Second place, locally written column, variety Kentucky press Association, 1981.

Second place, best news story, Kentucky Press Association, 1980.

Second place, best feature story, Kentucky press Association, 1980.

Third place, best locally written column, variety, Kentucky Press Association, 1980.

Honorable mention, locally written column, variety, Kentucky press Association, 1980.

Distinguished Campus Adviser, The Society of Professional Journalists, 1979.

Adviser to the student chapter of The Society of Professional Journalists which has won 12 awards as 1 of the best student SPJ chapters in the nation, named outstanding chapter in the nation, November, 1985.

Publishing

Publisher, The Working Press, fall 1990.

Publisher, Limited Edition, a publication of the Western Kentucky University Minority Journalism Workshop, 1988-97.

State, Regional and National Organizations

SPJ National Education Committee 1996, 1997

SPJ National Task Force on High School Journalism 1996, 1997

SPJ Region Five Project Watchdog Committee 1997.

Chairman, Mayor's Select Committee on Local Government Policy, 1996, 1997

Western Kentucky Press Association.

Kentucky Weekly Newspaper Association.

Phi Eta Sigma freshman honor society

Omicron Delta Kappa, senior honor society

Kappa Tau Alpha, journalism honor society

University service

University Task Force on the Freshman Year Experience, 1996, 1997

SPJ Chapter Adviser 1973-1997

Worked with Freedom Forum First Amendment Center staff to establish a First Amendment Center in the Journalism Reading Room complete with tapes and other printed material, 1996-1997.

Coordinated and chaired 1995 session of Kentucky Supreme Court on Western's campus included the building of courtroom and Kentucky Educational Television hookup.

Organized and served as instructor for four high school journalism seminars each year in various communities including Paducah, Lexington, Louisville, Owensboro and Bowling Green, 1990-1997

Coordinated and co-chaired two-day session of the Kentucky Court of Appeals at Western Kentucky University, 1996.

Panelist for KET Program which featured inner workings of Lexington Herald-Leader, 1996.

Directed and taught in Dow Jones Newspaper Fund Minority Workshop 1993-1997.

Raised \$13,000 over a six-year period for the Frank Sutherland Scholarship, 1990-1996.

Raised \$1,000 for a print journalism sequence development fund, 1995,

Member of Editing Task Force for University Moving to a New Level Project, 1995.

Chairman and emcee Mayor Eldon Reneau's Inauguration Ceremonies, 1996.

Acting department head, 1984-1987.

Chairman, news-editorial major, 1973-present.

Member, Potter College Distinguished Contributions to the University Committee, 1990, 1991.

Chairman, several departmental search committees, 23 years.

Former member, Potter College Curriculum Committee,

Member University on Faculty Continuance, 1979-82.

Contributing editor, Western Alumnus, 1979-present.

Chairman, music department administrative review committee, 1986.

Copy editor, The Electronic Revolution in News Photography, published by National Press Photographers Association, 1987.

Chairman, departmental committee for reaccreditation, submitted to Accrediting Council for Education in Journalism and Mass Communications, 1983-85.

Member, Potter College Dean's Advisory Committee, 1983.

Member, WKYU-FM news director search committee, 1983.

Assist in the preparation of the departmental budget, 1973-present; direct preparation of budget, 1984-1987.

Research

"Reporter burnout: Salaries are one factor," research report prepared for Kentucky Press Association and published in The Kentucky Press, 1984.

The Status of Campus Chapters, research report prepared and presented during the national convention of the Society of Professional Journalists national convention, Birmingham, Ala., 1978.

Salary Scales and Employment Trends, research reports presented during the convention of the Kentucky press association, 1984, 1987, and 1989.

DR. AUGUSTINE S. IHATOR
1957-C Stonehenge Ave.
Bowling Green, KY 42101
502/745-5836 (office)
502/846-1700 (home)

PROFESSIONAL OBJECTIVE To use extensive knowledge of and experience in Public Relations, Journalism, Mass Communication, Teaching, Research, Academic Administration, and French Language to enhance the programs of an academic institution.

EXPERIENCE

Fall 1996 to
Date Associate Professor, Department of Journalism,
Western Kentucky University, Bowling Green, Ky.

- o Teach courses in public relations and journalism;
- o Work very closely with the public relations sequence coordinator in reviewing and strengthening the public relations curriculum and programs;
- o Serve as adviser to public relations students, and the campus Kelly Thompson Chapter of the Public Relations Student Society of America;
- o Advise The Link - a publication of the journalism department;
- o Actively participate in the various programs of instruction and community development projects;
- o Involved with public relations, journalism, and mass communications research and planning.

Summer 1996 Copy Editor-Reporter, Jackson Sun, Jackson, Tenn.

- o Edited newsreports and feature stories written by reporters and transmitted by AP;
- o Interviewed news makers and reported local events;
- o Wrote feature articles for the "Eyes on Business" section;
- o Actively participated in the editorial decision making.

Fall 1991 to
Spring 1996 Associate Professor and Coordinator, Mass Communications, Lane College, Jackson, Tenn.

- o Coordinated, planned, reviewed, developed, and evaluated mass communications programs;
- o Closely supervised and planned the functions of instructors and staff;
- o Developed mass communications curriculums and programs;

(more)

- o Taught courses in mass communications, journalism, and public relations;
- o Arranged internships for and served as adviser to students and the publication: Lane Inquirer;
- o Responsible for the overall management, supervision, and policy formulation and implementation;
- o Involved with mass communications research, planning, and consulting.

Fall 1993 to Spring 1996 Adjunct Professor, Speech Communication, Jackson State Community College, Jackson, Tenn.

- o Taught speech research, organization, writing, delivery, and evaluation;
- o Taught personal, public, and small group communications;
- o Involved with speech communication research.

Fall 1993 to Spring 1994 Interim Chair, Liberal Studies Division, Lane College, Jackson, Tenn.

- o Coordinated the development of academic programs in the Liberal Studies Division;
- o Provided means of communication for the faculty regarding policies, procedures, programs and general institutional needs;
- o Acted as chief adviser to the Dean of the College in academic matters;
- o Planned and coordinated faculty professional growth programs;
- o Provided academic and personal counseling to faculty and students;
- o Regularly convened Division meetings to plan, review, and assess academic programs and offer viable recommendations for enhancement;
- o Carefully reviewed students' need sheets and certified seniors readiness to graduate;
- o Supervised faculty members and objectively evaluated their job performance;
- o Programs created greatly enhanced faculty morale and quality of instruction. It enhanced also students recruitment and retention. Resources were maximized.

Summer 1992 Communications Advisor, U.S. Department of the Army, Office of the Chief of Public Affairs, Wash., D.C.

- o Invited to extensively study the U.S. Army public affairs performance evaluation program and offer recommendations for enhancement;

(more)

- o Successfully investigated existing U.S. Army public affairs evaluation programs, policies, and procedures, and proposed preferred and alternative course of action for immediate applicability;
- o Developed detailed recommendations which included, among others, public affairs research and evaluation methods, measuring tools, and creative public information planning and implementation;
- o Recommendations were adopted and successfully implemented.

1987-1990

Communications Consultant, Washington, D.C.

- o Successfully formulated external communications and international affairs recommendations for the African Development Bank;
- o Closely monitored the social, political, economic, and business developments in Africa for corporations and individuals interested in or involved with African affairs;
- o Successfully undertook management and communications consulting assignments for agencies.

1986

Communications Consultant, The World Bank, Washington, D.C.

- o Successfully designed, executed and evaluated programs which enhanced the internal and external communications of the World Bank;
- o Researched, edited and disseminated technical and non-technical documents;
- o Investigated the use of computer products by World Bank staff members;
- o Successfully identified communications issues as they developed and prepared remedial action.

1982-1985

Director, Africa Communications Institute, Wash., D.C.

- o Founded the organization and coordinated and managed its resources;
- o Researched, wrote, and disseminated information on Africa;
- o Publisher and Editor, Africa Globe News and Africa Press International;
- o Successfully organized, executed, and evaluated conferences, seminars, and workshops;
- o Worked closely and maintained excellent rapport with governments, media, and the public;
- o Programs created greatly enhanced knowledge of
(more)

Africa and the communications between Africa and the United States.

- 1981 Research Analyst, Miranda Associates, Wash., D.C.
- o Successfully researched, identified themes, and disseminated public health information materials;
 - o Developed, coordinated, analyzed and evaluated social science studies.

EDUCATION

- 1981-1984 Ph.D. Mass Communication, Howard University,
 Washington, D.C.
- 1980 M.A. Speech Communication, Texas Southern
 University, Houston, Texas
- 1976-1979 B.A. Journalism, Texas Southern University,
 Houston, Texas

Excellent pedagogic, research, analytical and writing skills. Adept in planning, implementing and evaluating communications, academic, and management programs. Very good knowledge of computers. Excellent administrative, interpersonal, and leadership skills.

LANGUAGES

Excellent French

SPECIAL

Requested by and prepared for the U.S. Department of the Army a study titled: "Evaluating the U.S. Army Public Affairs Performance - Methods and Techniques," Washington, D.C.

Requested by and prepared for the African Development Bank a study titled: "Enhancing the Public Communications and the Institutional Image of the African Development Bank - Practical Approaches, Strategies and Methods."

Doctoral thesis: The Impact of the Second World War on West African Press and Politics.

Masters thesis: Mass and Interpersonal Communications Behavior of Black College Students.

Presented "Processes and Issues of Communications in Cultural Exchange" at the 25th Annual Meeting of the African Studies Association.

FELLOW- SHIPS & AWARDS

Recipient of the following fellowships and awards:
Howard University, Washington, D.C.: (more)

Terminal Degree Fellowship

American Press Institute:
Minority Journalism Program

The Poynter Institute for Media Studies:
Journalism Education Workshops

Dow Jones Newspaper Fund:
Copy Editing Seminar for Professors

C-SPAN In the Classroom:
Workshops for College Professors

Included in Who's Who Among America's Teachers

Former Member, Editorial Advisory Board of
Collegiate Press

American Society of Newspaper Editors:
1996 Institute for Journalism Excellence

JAMES H. KENNEY

262 Anders Drive • Bowling Green, Ky. • (502) 745-6307(W) • (502) 793-9721(H)

EDUCATION

M.S. Communications Photography

S.I. Newhouse School of Public Communication, Syracuse University

Syracuse, N.Y.
August 1995

B.A. Journalism/Photo Communications

California State University, Fresno — graduated cum laude

Fresno, Calif.
August 1984

ACADEMIC SPECIALIZATION

Photojournalism
Digital Imaging
Graphics and Design
Communications Law

ACADEMIC EXPERIENCE

Photojournalist-in-residence

Western Kentucky University

Bowling Green, Ky.
Fall 1993 - Present

Teach basic photography, intermediate photography, color, digital imaging and picture editing courses. Other responsibilities include advising photojournalism majors and overseeing the electronic imaging lab. Help advise student publications. Electronic imaging coordinator of the Mountain Workshops.

Photography Instructor

S. I. Newhouse School of Public Communications, Syracuse University

Syracuse, N.Y.
May 1993

Taught an introductory course in photography with an emphasis in photojournalism. Assignments and class critiques were geared toward a technical and aesthetic understanding of light and composition. Traditional black and white developing and printing techniques were stressed along with an introduction to electronic imaging.

Language Workshop Instructor

Teaching Assistant Program, Syracuse University

Syracuse, N.Y.
Summer 1993

Led a cross-discipline workshop for international teaching assistants needing assistance with English skills prior to teaching courses at Syracuse University.

Teaching Fellow

Teaching Assistant Program, Syracuse University

Syracuse, N.Y.
April 1992 - May 1993

Taught in an orientation program that trained new teaching assistants. Conducted panel discussions, led small group sessions and participated in activities to prepare new teaching assistants for their roles as instructors in their disciplines.

Lab Instructor

S. I. Newhouse School of Public Communications, Syracuse University

Syracuse, N.Y.
Aug. 1991 - May 1993

Designed a new lab structure emphasizing formal instruction in the basic photography labs by teaching assistants. Reinforcement of photographic techniques were achieved through quizzes, darkroom training, photography assignments and individual critiques. Supervised intermediate and advanced labs and instructed in 35mm, medium format and 4X5 view camera techniques.

Photojournalism Instructor

Community College Of Southern Nevada

North Las Vegas, Nev.
Fall 1990

Designed a photojournalism course for students with previous photography experience. The emphasis was on idea generation, people skills, seeing moments and understanding the newspaper industry.

Workshops Presented

- Ball State University High School Journalism Workshop
Muncie, Ind.
July 1994; July 1997
- Western Kentucky University High School Journalism Workshop
Bowling Green, Ky.
June 1994
- High School Journalism Day, Middle Tennessee State University
Murfreesboro, Tenn.
September 1994
- QuarkXPress/Adobe Photoshop workshops for journalism faculty, Western Kentucky University
Bowling Green, Ky.
April 1995;
October 1995
- Adobe Photoshop and Ethics workshop for the Kentucky Press Association
Bowling Green, Ky.
June 1996
- QuarkXPress and Photoshop workshops employees for Landmark Community Newspapers Inc., Shelbyville, Ky.
Bowling Green, Ky.
October 1996;
April 1997; June 1997

Teaching/Professional Fellowships and Workshops

National Geographic Magazine

Washington D.C.
June-August 1995

This was a 10-week fellowship at National Geographic's Washington, D.C., offices that involved working with photographers, picture editors and design editors in putting together stories for the magazine. Responsibilities included attending story planning conferences and story progress meetings, viewing film shipments and assisting photographers in the field.

Poynter Institute

St. Petersburg, Fla.
June 1994

Received a fellowship which funded three workshops given at the Poynter Institute. The first workshop discussed teaching writing, editing and design in an integrated format in the classroom. The second workshop involved projects aimed at effective techniques for teaching visual communication. This workshop was taught by Mario Garcia. The third workshop involved exercises to help coach writers in the classroom and in the profession.

Indiana University Freedom Forum Teaching Workshop

Bloomington, Ind.
June 1996

This was a week-long workshop for teachers with less than three years of full-time teaching experience. The workshop included critique sessions of teaching style and exploration into unique methods of teaching journalism skills to students.

PROFESSIONAL EXPERIENCE

Graphic Artist Intern

Syracuse, N.Y.
Jan. 1992 - Jan.1993

The Syracuse Newspapers

Responsible for design of Food, Fashion, Business Extra and Living pages and developed color news graphics. Worked with Macintosh programs that included QuarkXPress, Aldus FreeHand, DeltaGraph and Adobe Photoshop.

Staff Photographer

Las Vegas Review-Journal

Las Vegas, Nev.

May 1989 - July 1991

Photographed news, features, sports, picture pages and studio editorial illustration assignments. Free-lanced for the *Los Angeles Times*, the *San Francisco Chronicle*, *St. Paul Pioneer Press*, *The Associated Press* and other major publications.

Photography Editor

Las Vegas Sun

Las Vegas, Nev.

Jan. 1988 - Jan. 1989

Headed a five-photographer department. Responsible for scheduling assignments and meeting with newsroom departments concerning design and picture usage. Completed daily photography assignments and worked on several special feature projects.

Staff Photographer

Las Vegas Sun

Las Vegas, Nev.

Aug. 1985 - Jan. 1988

Responsible for shooting news, features, sports and picture pages. Wrote stories to accompany picture pages and designed special sections. Photographed several travel assignments for the sports and features departments. Photographed assignments for *New York Newsday*, *The San Diego Union-Tribune* and *United Press International*.

Free-lance Photographer

Reno Gazette-Journal

Reno, Nev.

Nov. 1984 - Aug. 1985

Photographed news, sports and features. Photographed free-lance assignments for the *San Francisco Chronicle*, *USA Today*, *The Boston Globe* and *The Sacramento Bee*.

Free-lance Photographer

Los Angeles Times

Los Angeles, Calif.

July 1984 - Aug. 1984

Produced daily features, sports and general news assignments as a temporary photographer during the 1984 Summer Olympics.

Free-lance Photographer

United Press International

London, England

Feb. 1984 - July 1984

Photographed news, features, general assignments and sports during a six-month stay in London.

Photographer

The Hanford Sentinel

Hanford, Calif.

April 1983 - Sept. 1984

Photographed news, features and sports and assisted in design of special photography projects.

PROJECTS**Journalism 2001**

Wrote a chapter on photojournalism and contributed to another chapter for a textbook called *Journalism 2001*. The book is the result of a collaboration of several educators who wrote about their area of expertise in journalism. Provided pictures for my chapter and a picture for another chapter. Consulted on art and graphics for all of the chapters. The book will be available in November 1997.

Journalism Department Brochure

Designed and directed production of our 1997-2000 journalism department brochure. The 40-page brochure includes over 40 photographs. Responsible for prepress issues, digital production of pictures and cover design.

The Care Project

Coordinated a community project, called The Care Project, to assist people in the Bowling Green community with special needs during the Christmas season. Three journalism classes, including a photojournalism class, a feature writing class and my electronic design class, combined to create a special section in the local newspaper, the *Park City Daily News*. The Bowling Green community responded by giving food, clothing, a special wheelchair, appliances and other items to the 14 people who were featured in the tabloid-sized special section. The community also gave over \$1800 in donations.

ACADEMIC HONORS

Outstanding Teaching Assistant Award, Syracuse University
Teaching Assistant Scholarship, S. I. Newhouse School of Public Communications, Syracuse University
Teaching Fellow Award, Syracuse University
Outstanding Senior Photojournalism Graduate Award, California State University, Fresno
Fresno Bee Scholarship

SKILLS

Photographic and Electronic Imaging

35mm, medium format, 4X5 view camera, studio and location lighting,
black and white processing, C-41 and E-6 color processing, Macintosh, Pinnacle CD Recorder, Polaroid
Film Recorder, QuarkXPress, Aldus FreeHand, Adobe Photoshop, Adobe Premier, Kodak Shoebox, Kodak
Photoedge, Microsoft Word, Web design, Agfa flatbed scanner, Kodak RFS 2035, Kodak XL 7700

ACADEMIC/PROFESSIONAL ORGANIZATIONS

National Press Photographers Association — member since 1985
Assistant Director, The Mountain Workshop, Western Kentucky University, 1994
Electronics Coordinator, The Mountain Workshop, Western Kentucky University, 1995-1997
Atlanta Photojournalism Seminar Print Auction, Assistant Coordinator
Scholarship and Contest Coordinator, Western Kentucky University photojournalism department
Department of Journalism Recruitment Committee, Western Kentucky University
Dean's Advisory Committee, Western Kentucky University, 1994
Teaching Assistant Program, Syracuse University
Teaching Fellow Selection Committee, Syracuse University
Tenure Committee, S.I. Newhouse School of Public Communication, Syracuse University
Teaching Standards Committee, S.I. Newhouse School of Public Communication, Syracuse University
Student Representative Committee, Newhouse School of Public Communications, Syracuse University

PROFESSIONAL AWARDS

Pictures of the Year Competition Awards

Third Place, Sports — 1986
Award of Excellence, Portrait — 1986

National Press Photographers Association Regional Clip Contest

First Place, Feature; First Place, Sports — 1986
Second Place, Feature; First Place, News — 1988
Third Place, News; Second Place, Feature; Third Place, Picture Story — 1989
Tenth place, Region 10 Photography Clip Contest — 1989
Sixth Place, Las Vegas Sun Photography Staff, Region Ten Clip Contest (while Photo Editor) — 1988

Nevada State Press Association

First Place, Sports; First Place, Feature; Third Place, News — 1988
First Place, Sports; Second Place, Sports; Second Place, Feature — 1989
First Place, Feature — 1991

Trans Financial Bank Open Photography Exhibition

First Place, Color Photography — 1994

PROFESSIONAL REFERENCES

Tom Kennedy

Director of Photography
National Geographic
Washington, D.C.
W-(202) 857-7458

Scott Henry

Director of Photography
Marin Independent-Journal
San Raphael, Calif.
W-(415) 382-7304

Jim Laurie

Chief Photographer
Las Vegas Review-Journal
Las Vegas, Nev.
W-(702) 383-0303

Geoffery Stickel

Art Director
The Syracuse Newspapers
Syracuse, N.Y.
W-(315) 470-3076 H-(315) 699-6671

ACADEMIC REFERENCES

Professor Mike Morse

Sequence Coordinator/Photojournalism
Western Kentucky University
Bowling Green, Ky.
W-(502) 745-6292 H-(502) 781-4451

Professor Jo-Ann Huff Albers

Journalism Department Head
Western Kentucky University
Bowling Green, Ky.
W-(502) 745-2064 H-(502) 843-9096

Professor David Sutherland

Professor of Photography
S. I. Newhouse School of Public Communications
Syracuse University
Syracuse, N.Y.
W-(315) 443-3370 H-(315) 476-3287

Jack Corn

Photojournalist-in-residence (retired)
Western Kentucky University
Bowling Green, Ky.
H-(615) 859-5376

Dr. Tony Golden

Photography Department Chairman
S. I. Newhouse School of Public Communications
Syracuse University
Syracuse, N.Y.
W-(315) 443-3367 H-(315) 469-8152

Sherri Taylor

Graphics Instructor
S. I. Newhouse School of Public Communications
Syracuse University
Syracuse, N.Y.
W-(315) 443-2626 H-(315) 449-4406

David LaBelle

Photojournalist-in-residence
Western Kentucky University
Bowling Green, Ky.
W-(502) 745-6301 H-(502) 781-5175

Professor Lynne Flocke

Communications Law Professor
S. I. Newhouse School of Public Communications
Syracuse University
Syracuse, N.Y.
W-(315) 443-9250 H-(315) 637-0301

WILMA R. KING-JONES
1700A Highland Way • Bowling Green, KY 42104
(502)783-0133

EDUCATION:

B.A. in Art - University of South Carolina, Columbia, SC - 1975 (Commercial Art)
M.A. in Journalism - Texas Southern University, Houston, TX -1989 (Advertising/Public Relations)

EXPERIENCE:

August 1990-Present

Associate Professor - Western Kentucky University, Bowling Green, KY
Teaching responsibilities: (computer-generated) print design, public relations publications and basic reporting. Additional responsibilities: faculty adviser to the Minority Communicators/ National Association of Black Journalists and adviser to the *Voice*, the Black Student Alliance's community publication.

January - May 1992

Adjunct Faculty - O'More College of Design, Franklin, TN
Teaching responsibilities: typography for fashion and graphic design students.

**September 1989 -
August 1990**

Adjunct Professor- Texas Southern University, Houston, TX
Teaching responsibilities: introductory level advertising, creative strategy and intermediate reporting (this class produced a biweekly departmental newsletter). Additional responsibilities: coordinated and developed a photography and Macintosh equipped journalism lab (PageMaker and MacDraw software).

**September 1988 -
December 1989**

Adjunct Faculty - Art Institute of Houston, Houston, TX
Teaching responsibilities: advertising design, photography, lettering and typography, advertising campaigns (Winter 1989, six of my 17 students placed in the Houston Advertising Federation's annual competition) and graphic design. Additional responsibilities: exhibited in faculty art show.

**August 1987 -
May 1988**

Journalism Instructor - Benedict College, Columbia, SC
Teaching responsibilities: basic photography, photojournalism and publication editing and design. Additional responsibilities: exhibited in faculty art shows, served on ad-hoc committee for career day, humanities department and publication committees.

**May 1985 -
December 1991**

Graphic Designer - AdVenture Publications, Houston, TX/Bowling Green, KY
Responsible for typesetting, layout and design of various publications including the monthly production of the *Texas Medical Center News* (5/85-8/90) and the bimonthly production of *Black Tie Magazine* (1/89-12/91). Also supervised printed material including checking chromoline, color key, blueline and press proofs for full color jobs. Completed a 40 hour intensive training program of basic operation and file management for Compugraphic 8400 digital typesetting system. During August 1987-May 1988, commuted to Houston from Columbia, SC once a month to handle the production of *Texas Medical Center News*. March 1990, served as graphic designer of the Houston Economic Summit Host Committee's newsletter staff. Designed newspaper ads, logos and brochures for the World Economic Summit of Industrialized Nations.

**September 1981-
May 1985**

Commercial Art Instructor - Benedict College, Columbia, SC
Coordinated and developed a course of study in commercial art. Teaching responsibilities: design and color, internships, advertising design, graphic layout and design, art history and art appreciation. Additional responsibilities: faculty adviser to the student art club, assistant curator for the Henry Ponder (past president of Fisk University, Nashville, TN) Fine Arts Gallery, judge for the Columbia, SC Housing and Urban Development's student art competition, guest artist for the SC governor's elementary school career day program, graphic designer for research projects and exhibition in faculty art shows.

December 1980 -1983

Media Director - Advertising Graphics, Ltd., Columbia, SC
Coordinated and designed print media for clients and in-house campaigns.

December 1976-1980

Bobbin International, Inc., Columbia, SC
Creative Director - Durad Corporation (October 1979-December 1980) Conceptualized and designed logos and special promotions for outside clients.
Advertising Manager - LaBobina Magazine (October 1979-December 1980) Coordinated translations, production and placement of advertisements for this bimonthly Spanish language publication.
Assistant Advertising Manager - Bobbin Magazine (September 1 1977-October 1978) Conceptualized and designed and produced advertising for Bobbin clients.
Classified and Fractional Advertising Manager -Bobbin Magazine (March 1977-September 1977)

Solicited classified and fractional advertising for *Bobbin Magazine* and upon sale was responsible for production and placement.

Mechanical Artist - Bobbin Publications (December 1976 - March 1977)

produced camera-ready layout of magazines, advertisements and company promotions.

WILMA R. KING-JONES
Research/Creative/and Other Professional Activities

| | |
|--|---|
| November 1997 (anticipated publication date) | <ul style="list-style-type: none"> Designed and edited 28 page promotion/sales brochure for Southeast Asia Office of American Soybean Association, Singapore |
| June - August 1997 (6 weeks) | <ul style="list-style-type: none"> ASNE (American Society of newspaper Editors) IJE (Institute for Journalism Excellence) fellow. Worked mainly as editor in news and features departments of Gannett News Service, Arlington, Va. |
| May 1997 | <ul style="list-style-type: none"> Designed promotional posters and handbills for Southeast Asia Office of the American Soybean Association, Singapore |
| October 1996 | <ul style="list-style-type: none"> Designed the Fall 1996 issue of <i>KAHPERD Journal</i> (Volume 33, Number 2) (Kentucky Association for Health, Physical Education, Recreation and Dance, Frankfort, KY) |
| October 1996 | <ul style="list-style-type: none"> Designed a brochure for Western Kentucky University's Women's Studies minor. |
| September 1996 | <ul style="list-style-type: none"> One of a two-person team that arranged and coordinated Gordon Park's three-day visit to Western Kentucky University's campus as part of the Hearst Foundation's Professionals-in-Residence Program. |
| June-August 1996 | <ul style="list-style-type: none"> One of two professors in Kentucky to receive the first Kentucky Press Association's Professor-in-Residence internship. Spent five weeks working with <i>The Fulton Leader</i>, Fulton, Kentucky. |
| August 1996 | <ul style="list-style-type: none"> One of 20 from among 200 marketing, and advertising professors across the U.S. to receive the first Yellow Pages Publishers Association's Professors-in-Residence fellowship. Attended a three-day seminar in Denver, Colorado. |
| August 1996- August 1997 | <ul style="list-style-type: none"> Member of the Kentucky Humanities Council's Speakers Bureau. Presentation topic: <i>Sensitivity and Multiculturalism in the Media</i>. |
| May 1996 | <ul style="list-style-type: none"> Consultant - Provided eight hour sessions of basic Macintosh and QuarkXPress software training for newsroom and advertising departments at <i>The Glasgow Times</i>, a small daily newspaper in Glasgow, Kentucky. |
| July 1996 | <ul style="list-style-type: none"> Designed and coordinated the Summer 1996 issue of <i>PSYCHOLOGY Journal</i>, Bowling Green, KY. The journal is published three times a year and is circulated to more 80 countries. |
| April 1996 | <ul style="list-style-type: none"> Designed and coordinated the Spring issue of <i>PSYCHOLOGY Journal</i>. |
| April 1996 | <ul style="list-style-type: none"> Designed the Spring 1996 issue of <i>KAHPERD Journal</i> (Volume 33, Number 1). |
| March 1996 | <ul style="list-style-type: none"> Designed and coordinated production of book entitled: <i>Raymond C. Gibson: Distinguished Kentuckian - Renowned Educator and Statesman</i>. Bowling Green, Kentucky: Western Kentucky University/ Alumni Affairs. |
| January 1996 | <ul style="list-style-type: none"> Designed and coordinated the Fall/Winter issue of <i>PSYCHOLOGY Journal</i>. |
| December 1995 | <ul style="list-style-type: none"> Designed a public relations piece for Franklin Simpson Memorial Hospital (Patient Guide). |
| November 1995 | <ul style="list-style-type: none"> Hosted a group of fourth grade students from Franklin Elementary School on November 6, 1995 in Franklin, Kentucky as part of the School-to Work Program. Thirty students toured the graphics department of a printing facility and wrote reports on the graphic communications field. |

WILMA R. KING-JONES

Research/Creative/and other Professional Activities (Continued)

- October 1995
- Attended the Kentucky Humanities Council/National Endowment for the Humanities Conversation on American Pluralism and Identity (One of two faculty members from Western Kentucky University to attend the Higher Education Symposium on Diversity. We met with representatives from 30 colleges and universities across the Commonwealth to exchange ideas and ways to integrate pluralism and cultural identity into curriculums as well as extracurricular activities.
- September 1995
- Designed the Fall 1995 issue of *KAHPERD Journal* (Volume 32, Number 2).
- November 1994
- *PSYCHOLOGY Journal*, Bowling Green, KY
Redesigned and coordinated publication of this quarterly journal with a circulation to 80 countries
- October 1994
- Kentucky Association for Health, Physical Education, Recreation and Dance, Frankfort, KY
In collaboration with the journal's editor, redesigned the organization's *KAHPERD* journal
- August 1994
- Consolidated Publishing Company, Anniston, AL
Spent two weeks (on-site) working with Consolidated Publishing's two daily newspapers and its one weekly, in design efforts I designed seminars and held meeting with copy editors, design desks, features, advertising and marketing I also held workshops with advertising sales representatives advertising's special sections and spec ad designer for the Anniston Star Papers are in Anniston Jacksonville and Talladega, Alabama.
- January 1993
- American Press Institute, Reston, Virginia
One of two recipients of the James H Ottaway Fellowship awarded to attend APT's Design and Graphics Seminar for Newspaper professionals
- May-August 1992
- Design Consultant - The Informer and Texas Freeman, Houston, TX
 - Design Consultant - The South Carolina Black Media Group, Columbia, SC
Worked with newspapers' publisher in redesign efforts
- May 1993
- Special Section Editor/Designer - South Carolina Black Media Group
Created a special bimonthly section - FOCUS WOMEN for SCBMG's seven South Carolina publications
- September 1993-April 1994
- TVRevue and Deals on Wheels, Bowling Green, KY
Graphic design and production artist for Bowling Green's two free distribution publications
- March 1994/August 1991/1993
- The Links, Inc, Washington, DC
Designed three volumes of the organization's annual *Journal*
- October 1992 & February 1991
- Bowling Green Community Education, Bowling Green, KY
Coordinated and presented a six-week workshop titled Improving In-House Publications
- August 1991
- The Poynter Institute for Media Studies, St Petersburg, FL
Was awarded a teaching fellowship in newspaper design for art and journalism educators
- June-August 1991
- Design Consultant/Professor-in-Residence - Owensboro Messenger Inquirer, Owensboro, KY
Worked with Mario Garcia, Poynter Institute for Media Studies Associate and world renown news paper designer, as an on-site consultant in the then executive editor's redesign efforts Also researched and reported for the newspaper

WILMA R. KING-JONES
Research/Creative/and other Professional Activities (Continued)

| | |
|-----------------|--|
| June 1991 | <ul style="list-style-type: none">•Southern Newspaper Publishers Association, Knoxville, TN One of two college professors selected to attend a newspaper design and color seminar for southern region newspapers |
| June 1990 | <ul style="list-style-type: none">•The Poynter Institute for Media Studies, St Petersburg, FL Was awarded a teaching fellowship in news writing for faculty of historically black colleges |
| March-July 1990 | <ul style="list-style-type: none">•Houston Economic Summit Host Committee, Houston, TX Graphic designer of the Houston Economic Summit's newsletter staff (<i>Summitimes</i>) In addition designed newspaper ads, brochure and logos |

Dave LaBelle

ADDRESS:

Dave LaBelle
362 Cedar Ridge
Bowling Green, KY 42101
502-781-5175

PERSONAL:

| | |
|-----------------|----------------------|
| Age: | 45 |
| Birthdate: | 6/7/61 |
| Birthplace: | Orange, California |
| Marital Status: | Married |
| Children: | Charbonee and Bergen |

EDUCATION:

| | |
|------|--|
| 1969 | Graduated from Ventura High School, Ventura, California. |
|------|--|

EXPERIENCE:

| | |
|--------------|---|
| 1995-Present | Western Kentucky University, Photojournalist-in-Residence |
| 1993-95 | Minister, The Blackshear Church of Christ |
| 1986-93 | Western Kentucky University, Photojournalist-in-Residence |
| 1985-86 | The Sacramento Bee, California, Staff Photographer |
| 1984 | The Muskogee Phoenix, Oklahoma, Chief Photographer |
| 1981-83 | The Ogden Standard, Utah, Director of Photography |
| 1978-80 | The Chanute Tribune, Kansas, Photo Editor |
| 1977-78 | The Goleta Today, California, Chief Photographer |
| 1975-76 | The Anchorage Times, Alaska, Staff Photographer |
| 1973-74 | The Simi Enterprises, California, Chief Photographer |
| 1972 | The Ontario Daily Report, California, Staff Photographer |
| | The San Bernardino Sun, California, Staff Photographer |
| 1969-71 | Ventura County Star-Free-Press, CA, Staff Photographer |

AWARDS:

| | |
|---------|--|
| 1991 | NPPA Robin F. Garland Educator Award |
| 1981-83 | Sigma Delta Chi PHOTOGRAPHER OF THE YEAR/Utah |
| 1979 | NPPA/PICTURES OF THE YEAR - National Newspaper |
| | PHOTOGRAPHER OF THE YEAR - runner up. |
| | NPPA Region 7 PHOTOGRAPHER OF THE YEAR |
| 1978 | NPPA Region 7 PHOTOGRAPHER OF THE YEAR - runner up |

(awards continued)

| | |
|------|--|
| 1977 | NPPA/Missouri - Pictures of the Year - FIRST/Feature |
| 1974 | NIKON WORLD UNDERSTAND PORTFOLIO - runner up |
| 1972 | NPPA Region 10 PHOTOGRAPHER OF THE YEAR |
| 1971 | NPPA Region 10 PHOTOGRAPHER OF THE YEAR |
| 1970 | NPPA Region 10 PHOTOGRAPHER OF THE YEAR |

OTHER:

Wrote and self-published The Great Picture Hunt in 1989. Second printing, 1992. It is currently being used in college programs all across the United States and Canada.

Served as judge of the 48th annual Pictures of The Year competition.

Speaker on NPPA 1991 Flying short course.

1993 - Published Lessons in Death and Life, a study of photographing and coping with grief.

1994 - Lecturer for the Southern Photojournalism Convention, Dallas, Texas.

1994 - Seminar speaker for Society of Newspaper Design Workshop, San Diego.

1994 - Consulting for The San Diego Tribune (two weeks).

1994 - Lecturer for the Canadian News Photographers Association on the subject of photographing and coping with grief.

1995 - Spoke to the Illinois/Wisconsin Newsphotographers Association at Lake Abbey, Wis. April 21 - 22, about photographing grief and the rights and needs of subjects. Lectured and held workshops during a three day for Norwegian photographers, reporters, and editors on photographing and publishing images of grief, Trondheim, Norway first week of June.

1996 - Lecturer for National Press Photographers National Convention, Indianapolis, IN on photographing and coping with grief. July.

1996 - Lecturer for Canadian News Photographers Association, Edmonton, Canada in May on what it means to be a sensitive photojournalist.

References:

Jack Corn
Retired WKU Professor
5505-B Slater's Creek Access Road
Goodlettsville, TN 37072-8312
(615) 859-5376

Jo-Ann Huff Albers
Department Head
Department of Journalism
Western Kentucky University
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(912) 449-6693

Nelson Wadsworth
Photojournalism Director
Utah State University
(801) 750-3287

LINDA J. LUMSDEN, Ph.D.
Assistant Professor
Journalism Department
Western Kentucky University
Bowling Green, Kentucky 42101
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ACADEMIC

PUBLICATIONS *'Rampant Women': Suffragists and the First Amendment Right to Assemble Peaceably*
(Knoxville: The University of Tennessee Press, 1997) [forthcoming]

"Suffragist" and "Equal Rights." both in Kathleen Endres, ed. *Women's Periodicals of the United States, Vol. II: Reform and Reaction* (Westport, Conn.: Greenwood Press, 1997) [forthcoming]

"Feminist Press," "New York Times," "New York Herald Tribune," and "Suffrage Press," all in Margaret Blanchard, ed. *Encyclopedia of Mass Media*. (New York: Garland Press, 1997) [forthcoming]

Book Review of: Frankie Hutton and Barbara Straus Reed. *Outsiders in 19th-Century Press History: Multicultural Perspectives*. (Bowling Green, Ohio: Bowling Green State University Popular Press, 1996), for *American Journalism* (in press).

"Suffragist: The Making of a Militant," *Journalism Quarterly* 72(3): 525-38.

"'You're a Tough Guy, Mary': Gender and Women Reporters in the 1920s and 1930s," *Journalism Quarterly* 72(4): 913-21.

"Playing With Fire: A Legal Analysis of Cross Burning in *RAV v. St. Paul*," *Free Speech Yearbook* 31(1993): 90-99.

CONFERENCE

PAPERS "Inez Milholland: The Life and Death of a New Woman," a paper to be presented to the Women and Politics Panel, Women and Power Conference, Middle Tennessee State University, Murfreesboro, Tenn., Feb. 22, 1997.

"Rampant Women': Suffragists and the Right of Assembly," presented to the Freedom of Expression Commission, Speech Communication Association annual convention, San Diego, Calif., Nov. 23, 1996.

"Petition: Women Wield Their Sole Political Tool to Win the Vote," presented to the Freedom of Expression Commission, Speech Communication Association annual convention, San Antonio, Texas, Nov. 20, 1995.

"*Suffragist*: The Making of a Militant," presented to the American Journalism Historians Convention, Roanoke, Va., Oct. 8, 1994

"Crusade Against the Klan: How a Weekly Editor Won the Pulitzer Prize," presented to the History Division, 1994 AEJMC Southeast Colloquium, Charleston, S.C., March 4, 1994.

"'You're a Tough Guy, Mary--and a First-Rate Newspaperman': Gender and Women Journalists in the 1920s and 1930s," presented to the History Division, 1993 AEJMC Southeast Colloquium, Tuscaloosa, Ala., March 27, 1993.

"Playing With Fire: A Legal and Historical Analysis of Cross Burning from the Scottish Highlands to St. Paul, Minn.," To Student Paper, Law Division, AEJMC annual convention, Montreal, in August 1992.

"Sticks and Stones: Why First Amendment Absolutism

fails When Applied to Campus Speech Codes," presented to the Law Division, AEJMC annual convention, Montreal, in August 1992. Also presented at 1992 AEJMC Southeast Colloquium, Law Division, Stone Mountain, Ga.

"The 'Nasty Truth': A Criticism of Press Coverage of the 2 Live Crew Obscenity Ruling," Top Student Paper, "Significant Silences, Invisible Faces" competition sponsored by the Commission on the Status of Women, 1992 AEJMC convention, Montreal. Also presented at the 1992 AEJMC Southeast Colloquium, History Division, Stone Mountain, Ga., and at Duke University's Second Annual Women's Studies Graduate Conference, Durham, N.C.

"*Barnes v. Glen Theatre, Inc.*: The Supreme Court Rules Nude Barroom Dancers Uncovered by the First Amendment," presented to the Law Division, AEJMC annual convention, Boston, Mass., Aug. 10, 1991. Also named Best Student Paper at the 1991 AEJMC Southeast Colloquium, Law Division, Orlando, Fla., March 1991.

- AWARDS
- Minnie Rubinstein Graduate Research Fellowship, 1994. (\$2,000)
 - Freedom Forum Scholarship, 1993. (\$4,000)
 - Freedom Forum Scholarship, 1992. (\$4,000)
 - Best Student Paper, Law Division, AEJMC Convention, Montreal, 1992 .
 - Best Student Paper, Commission on Status of Women, AEJMC Convention, Montreal, 1992.
 - Best Student Paper, Law Division, AEJMC Southeast Colloquium, 1991.
 - Winner, UNC Graduate Student Essay Contest, 1991. (\$500)
 - *Reader's Digest* Excellence in Journalism Foundation Fellowship, 1988-89. (\$12,500)
 - National Newspaper Association Award, 1986.
 - Connecticut Excellence in Business Journalism Award, 1978.
 - UPI Community Journalism Award, 1978.

PROFESSIONAL
ACTIVITIES

- Reviewer, books and manuscripts, *American Journalism*, 1996-.
- Member, WKU Gender Images Film Series Committee, 1996-.
- Member, WKU Dean's Advisory Committee, 1996-.
- Member, Society of Professional Journalists, 1994-.
- Member, Speech Communication Association 1995-.
- Judge, 1993 National Religion Writers Association Contest.
- Steering Committee member and panel moderator, 1992 Duke Women's Studies Graduate Conference, Nov. 7, 1992, Durham, N.C.

EDUCATION

Ph.D., Mass communications, The University of North Carolina at Chapel Hill, 1995.
M.A., Magazine Journalism, Syracuse University, 1989.
B.A., Sociology, Central Connecticut State University, 1978.

ACADEMIC
EXPERIENCE

ASSISTANT PROFESSOR

Department of Journalism
Western Kentucky University
Bowling Green, Kentucky 42101 (1996-)

STUDENT NEWSPAPER ADVISER

Peace Times
Peace College
15 East Peace Street
Raleigh, N.C. (1995-96)

ADJUNCT INSTRUCTOR

Peace College
Department of Communication
15 East Peace Street
Raleigh, N.C. (1995-96)

English Department
North Carolina State University
Raleigh, N.C. (1993-95)

Department of Communication
Elon College
Elon College, N.C. (Spring 1993)

School of Journalism and Mass Communication
The University of North Carolina at Chapel Hill
Chapel Hill, N.C. (Summer 1992)

Department of Communication
N.C. Agriculture and Technical College
Greensboro, N.C. (Spring 1991)

RESEARCH ASSISTANT

John Bittner, Ph.D.
School of Journalism and Mass Communication
The University of North Carolina at Chapel Hill,
Chapel Hill, N.C. (1991-92)

Ruth Walden, Ph.D.
School of Journalism and Mass Communication
The University of North Carolina at Chapel Hill,
Chapel Hill, N.C. (1991-93)

JOURNALISM
EXPERIENCE

FEATURES EDITOR

Adirondack Daily Enterprise
61 Broadway
Saranac Lake, N.Y. (1983-87)

ASSISTANT SUNDAY EDITOR

Middletown Times-Herald Record
40 Mulberry St.
Middletown, N.Y. (1981-83)

REPORTER

Lake Placid News

Lake Placid, N.Y. (1980)

Journal Inquirer
Manchester, Conn. (1976-79)

Hartford Times
Hartford, Conn. (1975-76)

Hartford Courant (Intern)
Hartford, Conn. (1975)

FREELANCE

New York Times, Los Angeles Times, Milwaukee Journal, Hartford Courant, Raleigh News & Observer, Anchorage Daily News, Women's Sports, Adirondack Life, Lifelines, Associated Press, United Press International.

BOOKS

Mark Feinglos, M.D., and Claudia Plaisted, R.D., with Linda Lumsden, Ph.D., *Living Well and Eating Well with Diabetes* (New York: Viking, 1996).
[forthcoming]

Marc Drezner, M.D., and Kim Hoben, R.D., with Linda Lumsden, Ph.D., *Living Well and Eating Well with Osteoporosis* (New York: Viking, 1996).

Adirondack Artists and Craftspeople (Saranac Lake, N.Y.: Adirondack Publishing, 1987).

NEWSLETTERS

NC-IPMA Newsletter, Goldsboro, N.C.
Scoop, Southwest Elementary School, Durham, N.C.
Tune-In, RTNDAC, Chapel Hill, N.C.
IMAGES, Department of Radiology, UNC Hospitals, Chapel Hill, N.C.
Generations, Foundation for Grandparenting, Lake Placid, N.Y.

EXPERIENCE

A resume of Michael L. Morse

Work Address: Garrett Center 215, Western Kentucky University, Bowling Green, KY 42101

Home Address: 1494 Elrod Rd., Bowling Green, KY 42104

Phone: (wk) 502-745-6292 (hm) 502-781-4451

Hobbies: Computers, Electronics, Gardening, Woodworking.

TEACHING EXPERIENCE

- 1975-Present - Coordinator Photojournalism, Western Kentucky University
- 1994-Present- President - The Photojournalism Foundation Inc.
- 1974-Present - Director - Photojournalism division, The Ball State Journalism Workshops
- 1975-Present - Director - The Mountain People's Workshop.
- 1975-Present - Photo Advisor to The University Publications photography staff, WKU
- 1975-Present - Professor of photojournalism- WKU
- 1972-1975 — Part-time instructor of photojournalism- WKU

UNIVERSITY COMMITTEES

- The Dean's Advisory Council
- The University Resource Committee
- Journalism Department Library Representative
- The Journalism Building Committee
- Journalism Promotion and Tenure Committee
- Chair, Journalism New Technology Committee

PROFESSIONAL EXPERIENCE

- 1977-1984 - Part-time Photojournalist, The Daily News, Bowling Green, KY
- 1975-1977 - Freelance photographer
- 1972-1975 - Chief Photographer, The Daily News, Bowling Green
- 1969-1973 - Chief photographer and lab manager, Office of Public Affairs, WKU
- 1971-1972 - Camera store manager, commercial photographer Graham Johnson Photo Center, BG, KY
- 1970-1971 - WSDX-TV, area film stringer, Bowling Green, Ky.
- 1969-1971 - Color printer, commercial and portrait photographer, Ches Johnson Photo Center, BG, KY
- 1968-1969 - Staff Sergeant - Publications, U.S. A.F., Myrtle Beach, S.C.
- 1967-1969 - Photographer and NCO in charge— Public Information Office. Kentucky Air Nat Guard
- 1967-1968 - Color printer, Curtis and Mays Color Labs, Paducah, KY
- 1965-1967 - Camera repairman and still photographer Air National Guard, Washington, D.C.
- 1962-1968 - Laboratory Tech then Supervisory Photographer, The FBI crime labs, Federal Bureau of Investigation, Washington, D.C.
- 1960-1964 - Amateur photography.

EDUCATION

- M.A., Intercultural Studies, 1975, Western Kentucky University
- B.A., Journalism, 1972, Western Kentucky University
- Teaching Certificate in Journalism, 1972, Western Kentucky University
- United States Air Force - Still Photographer Course (with 95% honors), Supervisory Photographer Course (ungraded), Aerospace Camera Repair Course, Ground Systems Camera Repair Course

SPECIAL PROJECTS

- March 1991 - Organized and directed the *Rites of Spring* documentary photojournalism project. Sponsored by Eastman Kodak Co. and Nikon Inc, over 1200 rolls of Kodachrome were exposed by fifteen of the top photojournalists in the country to document the coming of age ritual of spring break in Daytona, Florida. A professionally produced twelve-projector audio-visual show was the result.

- The Latin American Photojournalism Conference was my brain child when I was president of NPPA. Much attention was being shown to the Soviet Union and the emerging Eastern European countries. However our much more important neighbors to the South were being ignored. Rick Ferro and I brought this program to reality in November in Mexico City. We had 43 participants from 13 countries in Central and South America. It was a huge success in the face of many obstacles. We have invitations to go to other countries next year with an expanded and lengthier program. Rick and I raised \$25,000 cash and another \$20,000 in support for this program.

- Two years ago I proposed a week-long conference on Visual Management, to the Poynter Institute. They embraced the idea and I served as part of the faculty for the program. It was very successful. Participants called it a career changing event.

- As president of the NPPA I initiated the first successful minority program the organization has put forth. The project involves a nationwide series of hands on mini-workshops aimed at minority students at the junior high and high school level. The workshop is staffed by working professionals who volunteer their time. A follow-up mentoring program is encouraged. Merrell Oliver is chair of the program.

- I have directed The Mountain Peoples Workshop for 17 years. The Mountain Workshop is a documentary style photojournalism workshop. It has been held each year in small towns in the upper Cumberland river valley in South-Central Kentucky or Northern Tennessee. Participants shoot picture stories on the people of the selected county and receive intensive critique from instructors drawn from the finest practitioners in the U.S. Many consider the MPW the "Boot Camp" of documentary photojournalism. A book is generally published exhibiting the work of workshop participants.

- I was a charter faculty member of the Electronic Photojournalism Workshop faculty. I wrote most of the copy for several editions of *The Electronic Times*. I also served for many years as NPPA's Electronic Projects Coordinator, overseeing all our efforts in the area including the Digital Convention. This year I resigned to conduct the Latin American Photojournalism Conference.

- I founded, and serve as president of The Photojournalism Foundation, a nonprofit 501c3 corporation dedicated to supporting documentary photojournalism education. Among other projects, The Foundation owns the George Tames Collection, which consists of the life work of George Tames who is thought of by many as the best political photographer of all time. The collection is valued at almost \$450,000 and the foundation sponsors a traveling exhibit of the work.

- I conceived and organized the *Rites of Spring* documentary project. This was a documentary about the worldwide tradition of spring break. A nationally known group of 12 professional photojournalists shot over 1200 rolls of kodachrome documenting this important rite of passage in Daytona, FL. A twelve projector multimedia show was produced with the results of the shoot. Over \$50,000 in support was raised for this project.

EDITORSHIP AND PUBLICATIONS

- 1986 - present Publishing a number of stories in the *News Photographer Magazine* concerning electronic imaging technology in newspapers.

- 1987 - Editor, *The Electronic Revolution in News Photography*, a 186-page report on how electronic technologies would change the way newspapers produce and print photographs.

- 1986 - Published a photo book as a result of the Mountain People's Workshop, titled *Edmonton*.

- 1985 - Published a photo book as a result of the Mountain People's Workshop, titled *Celina*. 323

- 1984 - Co-authored a book titled *Bowling Green: A Pictorial History*, published by Donning Publishers, 200 pgs.
- 1984 Published two photo books as a result of the Mountain People's Workshop, titled *Tompkinsville* and *Burkesville*.
- 1977-82 National Press Photographer's Association: Editor of *The Viewfinder*, a 16-page quarterly newsletter for Region 4 members of the National Press Photographer's Association.
- 1976 Western Kentucky University: Co-author and illustrator with Dr. Lynwood Montell of a book, *Kentucky Folk Architecture*. Published by the University Press of Kentucky. Now used as a text for folk architecture in folklore classes.
- 1975 Western Kentucky University: Illustrated a book by Lynwood Montell called *Ghosts Along the Cumberland*. The book concerns ghosts and death-lore in the Cumberland River Valley and is published by the University of Tennessee Press.
- 1974 - Western Kentucky University: Produced and photographed an audiovisual program, *Folklore in the Works of Jesse Stuart*.
- 1971-present Thousands of photographs have appeared in publications such as The Daily News, Bowling Green, Ky., The Courier-Journal, Louisville Today, Hospital Magazine, and others.

OFFICES HELD

- 1990 - Elected Vice President of the National Press Photographers Association.
- 1991 - Elected President of The National Press Photographers Association
- 1992 - Past President of NPPA

NATIONAL PROFESSIONAL COMMITTEES

- 1995-1996 - ACEJMC/NPPA Liason co-chair
- 1993-1994 - Investment Program Chair, National Press Photographers Association
- 1992-1994 - Latin Conference Co-Chair, National Press Photographers Association
- 1993 - National Awards Chairman, The National Press Photographers Association
- 1991 - National Convention Chair, The National Press Photographers Association.
- 1991-1993 - Center for Photojournalism Chair, National Press Photographers Association
- 1989 - 1994 - Electronic Projects Coordinator, National Press Photographers Association
- 1980-89 - National Chairman of the NPPA Student Chapters Committee
- 1992 - National Chair of the NPPA Sustaining Membership program
- 1989-1993 - Chair or member of The NPPA News photographer Editorial Board

HONORS

- 1990 - Recipient of the Presidents Medal from the National Press Photographers Association.
- 1989 - Recipient of the William F. Garland Outstanding Educator Award from NPPA.
- 1988 - Recipient of the NPPA Citation for outstanding contributions to the organization.

ORGANIZATIONS

- Association for Education in Journalism
- National Press Photographer's Association

SERVICE

- Served on ACEJMC Accreditation Teams for The University of Southern Mississippi and Syracuse U
- Member of Eastman Kodak Educational Advisory Council
- Staff member of NPPA's Electronic Photojournalism Workshop for five editions
- Faculty member, The first Worldwide Military Photojournalism, Workshop, Denver, CO
- Faculty member, The Poynter Institute, Visual Management Seminar
- Guest, The Eddie Adams Workshop 1993
- Print Contest Judge on several occasions for:
 - 324 The Atlanta Seminar on Photojournalism
 - The Northern Short Course
 - The Southern Short Course
 - 323 The Quill and Scroll Annual Journalism Competition

Curriculum Vitae: Research and Professional Activity

Paula M. Quinn

Paula M. Quinn, Ph.D.

Associate Professor

Department of Journalism

Western Kentucky University

Bowling Green KY 42101

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Home: (502) 843-9020

Fax: (502) 745-5835

E-Mail: paula.quinn@wku.edu or pquinn@premiernet.net

Web site: <http://www.premiernet.net/~pquinn>

Education

B.A., Journalism and music, Wayne State University, Detroit

M.A., English, University of Toledo (Ohio)

Ph.D., Literature and Psychology, University of Toledo (Ohio)

Teaching Areas/Journalism

Basic news reporting

Newspaper editing

Feature/editorial/column writing

Teaching Areas/Healing

Basic techniques in Healing Touch Therapy

Meditation

Creative visualization

Writing and healing

Music and healing

University Service

Advisor: Kappa Tau Alpha Journalism Honorary

Committees, 1992-present

Academic Probation

Alternate, Potter College Grievance Committee

Canadian Studies

Faculty Advisory Committee to Vice President for Academic Affairs

Potter College Curriculum Committee

University Awards Committee

University Student Writing Awards Committee

Professional Service

Faculty editor, *Macon County*, Mountain Peoples Workshop publication, 1992. (Note: Misidentified as faculty editor of "Monticello" in the same series. This publication had no editor.

Judge, High School News Writing Division, National Federation of Press Women, 1993.

Referee for division papers being submitted for presentation at annual conference of the Association for Education in Journalism and Mass Communication, April 1995.

Participant, Women's Institute for Press Freedom Global Media Monitoring Project, January 1995.

Judge, Women in Communication Inc. Clarion Writing Competition, 1995.

Judge, Central Pennsylvania Chapter, Women in Communication Inc., 1995.

Judge, Kansas Press Women's Association Writing Competition, January 1997.

Publications/Recordings

Articles (since 1992)

"Walter," *The Courier-Journal*, October 1992.

"Book Review," *The Daily News*, December, 1996.

Books

Shadow on My Soul: Overcoming Addiction to Suicide. Manchester, CT: Knowledge, Ideas & Trends, 1995.

Talking Book edition, *Shadow on My Soul: Overcoming Addiction to Suicide*. Washington D.C.: Library of Congress National Library Services for the Blind and Physically Handicapped, 1995.

Writing to Heal. Bowling Green, KY: Many Feathers, 1996.

Chinese translation of *Shadow On My Soul: Overcoming Addiction to Suicide*. Taiwan: Xinglin Cultural LTD, 1997.

Books in Progress

The Good Red Road: A Journey of the Spirit.

Miracles.

Professional Activity/Journalism

Presenter, International Women's Writing Guild Annual Conference, August, 1991.
Presenter, International Women's Writing Guild Annual Conference, August, 1992.
Editor, *Heroes of Solidarity, Passions and Promise*, in conjunction with professors Casimir Kowalski, Ohio State University and Joseph Cangemi, Western Kentucky University, 1993-94.
Manuscripts reader/adviser to publisher Sandra Brown, Knowledge, Ideas & Trends Inc Manchester, Conn., 1995.
Panelist, Tennessee Festival of Books, October, 1995.
Participant, Kentucky Book Fair, 1995.
Panelist, Writing and Publishing Symposium, Kentucky School Media Association annual convention, Bowling Green, Ky. , September 1996.
Presenter, feature writing workshop, The Daily News, November 1996.
Presenter, "Reporting/Writing and Healing," Unitarian Universalist Fellowship, Bowling Green , Ky. November 1996.
Presenter, "Journalism Ethics" Unitarian Universalist Fellowship, April 1997.
Presenter, writing workshop, Hawley -Cooke Books, Louisville, Ky. January 1997.
Participant, Associated Press computer assisted reporting seminar, April 1997.
Reporter/mentor/copy editor, The Daily News, Spring 1997.
Presenter, Native American Journalism Association National Conference, Minneapolis, June 1997.
Reporter mentor/copy editor, two issues of The Native Voice, published during the NAJA Conference, Minneapolis, June 1997.
Discussant, Teaching, Learning & Technology Roundtable, Phoenix, July 1997.
Participant, Kentucky Canadian Studies Roundtable, Louisville, Ky., September 1997.

Professional Activity/Traditional Healing

Practitioner, Healing Touch Therapy. Healing Touch International board certification anticipated October 1998.
Traditional Healer, Wikwemikong Health Centre, Wikwemikong First Nations Unceded Reserve, Manitoulin Island, Ontario, Canada, August 1993; June-July 1994; July-August 1995; October-November,1995. (Also recognized by the Anishnabe Health Centre, Toronto.)
Participant, "Music and Healing," seminar sponsored by the Omega Institute, New York City, April 1994.
Presenter, Symposium on Depression sponsored by Depression Anonymous, Louisville, Ky., June 1995.
Presenter, "Addicted to Depression and Suicide: My Story," Unitarian Universalist Fellowship, Bowling Green, Ky., October 1995.
Presenter, "Music, Healing and the Chakras," Unitarian Universalist Fellowship, Bowling Green, Ky., April 1996.
Performance vocalist at Mass with Matthew Fox during "Creation Spirituality Seminar," The Omega Center, Rhinebeck, N.Y. June 1996.
Presenter, "The Psychology of Addiction," Russelville High School, September 1996.

Presenter, "Abuse, Abandonment and Addiction," Russelville High School, October 1996.

Presenter, "Writing to Heal," Thackeray's Books, Toledo, Ohio December 1996.

Presenter, Writing and healing workshop, Hawley -Cooke Books, Louisville, Ky. January 1997.

Presenter, "Creative Visualization," Unitarian Universalist Fellowship, September 1997.

Memberships

Native American Journalism Association

Omega Institute

Healing Touch International

Unitarian Universalist Fellowship

Awards

3-hour teaching exemptions, Fall, 1988-Spring, 1995.

Sabbatical, Fall, 1994 (relinquished).

Sabbatical, Fall 1996.

Personal

Single parent of Ivan, 21, and Claire, 18.

experience

- associate professor of advertising, Western Kentucky University 8/89-present
- president, Advice Communications, BG 1/86 -present
- public relations coord., Livestock Conservation Institute, BG 10/1/94-1/15/96
- columnist, *C-Store News*, NY 12/1/89-6/15/95
- advertising & promotions manager, Sunshine Jr. Stores, FL 1/21/85-7/27/89
- adjunct professor of advertising, FSU Panama City Campus 8/15/86-5/10/88
- marketing representative, Computerland, FL 6/15/84-1/7/85
- sales representative, WVAH-TV, WV 8/20/82-11/13/83

education

- MA, marketing communications, Marshall University 7/15/83
- BBA, marketing, Marshall University 12/10/80

research projects

1996 research

- conducted eight research projects for attorneys Hughes & Coleman to assess the attitudes of clients of the firm. The quality assurance research involved telephone surveys with a sample of over 200 clients each month. Hughes & Coleman is a regional law firm with offices in Bowling Green, Nashville and Lexington.

- completed three research projects for the Plaza Hotel in Bowling Green. The telephone research involved quality assurance interviews with recent guests of the hotel. The national sample was taken from hotel records and involved a sample of over 200 guests each month.

- assisted WKCT radio in Bowling Green in organizing a focus group to discuss programming changes. Listeners were pulled from a station promotion. They were called and asked to be part of an "advisory group" to guide changes at the station. Significant programming changes have been made as a result of the research. 9/24/96

1995 research

- conducted a research projects for Minit Mart Stores to assess customer service in a new Minit Mart Superstore. Minit Mart is a regional retail chain with 105 locations. The project included in-store intercepts and follow-up phone calls. 3/30/95

- conducted a focus group research projects for Minit Mart in the Central City and Greenville area. The project included two separate sessions within one week. The primary goal of the project was to assess the perception of MM fast food products in this market. 6/26/95

- conducted five quality assurance projects for attorneys Hughes & Coleman. The projects were part of an ongoing effort assess client service at the firm.

1994 research

- conducted eight focus groups and a telephone survey for Minit Mart Stores as part of a total quality management plan in the company. *Feb./Mar. 96*

- conducted a focus group for advertisers of the *Country Peddler*. The *Country Peddler* is a shopper tabloid that is owned by the *Daily News*. The *Country Peddler* was considering adding editorial content to the paper and wanted to know what advertisers' thought..

1993 research

- completed a focus group for Minit Mart Stores to discuss breakfast eating patterns with a local sample. The research was used to develop a new breakfast menu in targeted locations.

- completed a telephone survey for Minit Mart to evaluate consumer preferences toward fountain drinks and cups. The research helped launch a remodeled fountain area in the stores.

- completed a focus group for Minit Mart in Benton, KY. The session was organized to discuss customer satisfaction levels of a new store in that market.

1992 research

- designed & implemented a 500+ sample telephone survey for Minit Mart. The research project was part of an extensive analysis of the fuel operation. The results were used as a basis for the decision to feature Marathon gasoline in all locations. Prior to this research, the chain sold "generic" fuel.

- assisted WDNS-FM in the development and execution of a 500+ telephone sample of Bowling Green radio listeners. The results are being used to evaluate the programming needs of the community.

1991 research

- developed & implemented a seven site research project with a 600 sample for Minit Mart. The project was used to develop a marketing strategy for a new branded coffee program.

1990 research

- planned & executed a focus group research project for Minit Mart. The session was organized to discuss convenience store shopping habits with customers in the Bowling Green market.

- planned & executed a focus group research project for Minit Mart. The session was organized to discuss the needs of 45-64 year old convenience store shoppers.

- completed a telephone survey for Food, Ect. in Kaplan, LA. The research investigated the attitudes of local convenience store shoppers toward this particular business.

consulting projects

1996 consulting

- created marketing materials to promote a national seminar by attorney, J. Marshall Hughes.

The seminar was on managing the personal injury law practice and was held in San Antonio, TX on 4/11 & 4/12.

- completed marketing materials for Livestock Conversation Institute to help promote a national symposium by LCI on youth ethics in the showing of livestock. The project also included materials to help LCI market a line of educational videos. LCI is a nonprofit association serving livestock producers, federal & state veterinarians and pharmaceutical companies.

- designed logo for *Pony Riders*. The logo will be used to promote a new direct mail franchise.

1995 consulting

- assisted with media relations during the annual meeting of the Livestock Conservation Institute in Kansas City, MO. The two-day meeting was attended by over 300 people and included 50 speakers. Various local and industry-specific media were at the meeting.

- designed & produced twelve issues of LCI's monthly newsletter.

- designed & produced three corporate newsletters for Hughes & Coleman.

- developed a local marketing plan for the Blind Place. The plan included media buying recommendations, three radio spots and two print ads.

1994 consulting

- developed several newsletters for Livestock Conservation Institute.

- completed a membership brochure for LCI.

- developed a company brochure for attorneys Hughes & Coleman.

- created three corporate newsletters for attorneys Hughes & Coleman.

1993 consulting

- worked with the Pittsburgh office of Ketchum Public Relations to develop a national roll-out of single-serve Ocean Spray juices. The product is designed for convenience stores and required both consumer and trade promotions.

- designed a sales kit for Beaver State Electric in Reedsport, OR to market a new game for retail businesses.

- develop marketing materials for Hughes & Coleman to help promote a national seminar on marketing the personal injury law practice.

1992 consulting

- designed a complete introductory advertising campaign for Cellular One in Bowling Green. The campaign was budgeted at \$7,000 and included newspaper and radio ads.

- completed the marketing review of four convenience store locations for Growmark, Inc. in Springfield, IL. The on-site evaluations included a thorough review of the location, personnel,

product mix, pricing, store layout and promotion of each store.

- completed a six week assignment over the summer with Minit Mart. I filled-in for the director of marketing and I assumed the various responsibilities associated with the job. I used the opportunity to develop an extensive review of the marketing department.

- completed three corporate newsletters for Country Oven Bakeries. Country Oven is a division of Kroger stores.

1991 consulting

- completed a situation analysis for Shopper's Warehouse in Bowling Green. The report dealt with the current positioning and marketing of the business.

- completed a situation analysis for the Blind Place in Bowling Green. The report required extensive secondary research and was used to develop a media strategy for the business.

- developed creative concepts for Minit Mart to use in a new coffee program.

- completed several newsletters for Country Oven Bakery.

1990 consulting

- developed a new *quality through branding* program for Minit Mart.

- developed several creative concepts used in a 44oz fountain drink promotion at Minit Mart.

writing projects

1996 writing

- published four articles in *Smokeshop Magazine* on advertising and marketing issues. *Smokeshop* is a national trade publication for tobacco retailers.

1995 writing

- published six articles in *Smokeshop Magazine* on advertising and marketing issues.

- published three columns in *C-Store News* on advertising and marketing issues. *C-Store News* is a trade magazine for the convenience store industry with a circulation of over 135,000 copies.

1994 writing

- published ten columns in *C-Store News* on advertising and marketing issues.

- published an article on customer service in the Tennessee Grocers Association magazine.

1993 writing

- published ten columns in *C-Store News* on advertising & marketing issues.

- published one article for *Smokeshop Magazine* on retail ad planning and budgeting.

- wrote a critical analysis of four chapters of a new advertising book from McGraw Hill.

- named senior writer for *Intermarkets*. This is a new magazine directed at ethnic food dealers in Southern California.

- completed an audio cassette version of C-Store Combat.

1992 writing

- published ten columns in *C-Store News* on advertising & marketing issues.

- published a feature article on research for the Kentucky Grocers Association magazine.

- contributed an article to the *C-Notes* newsletter which is sent to suppliers and advertisers of convenience store products.

- edited the second edition of C-Store Combat. This version was geared to the vendors and suppliers of convenience stores. It is a "consultant's" approach to retail advertising in the convenience store operation.

1991 writing

- published 9 columns for *C-Store News* on advertising & marketing issues.

- completed a draft of a new manual. Profiting from Cable TV is a discussion of the potential of cable television for direct marketing offers.

- completed a corporate newsletter for Country Oven Bakeries.

- completed two corporate communication pieces for Country Oven Bakery that included a president's bio and a history of the company. These materials were used as part of an application package for the Bowling Green Chamber's *Industry of the Year Award*.

1990 writing

- published ten columns for *C-Store News* on advertising & marketing issues.

- published the first edition of C-Store Combat. The manual was written for convenience store operators interested in increasing market share with minimal cost.

presentations

1996 presentations

- presented a workshop on customer service to members of the Wisconsin Petroleum Marketers Association at their annual meeting in Madison. Over 300 executives attended the session.

- presented a two-hour workshop to the employees of the *News-Enterprise* in Elizabethtown, KY. The main objective of the session was to train the newspaper's salespeople how to sell more effectively against competitors, such as radio and cable television.

- made two presentations in Indianapolis to the Indiana Oil Marketers Association. One session was on effective customer service strategies. The other session was on crisis communications. Over 100 executives attended the session.

1995 presentations

- made three presentations to employees of Chevron USA in Las Vegas. The sessions were part of Chevron's annual meeting and were on the importance of customer service. 10/16/95
- presented a seminar on low-cost marketing tactics to members of the Vermont Grocers Association. Over 75 people attended the session. 10/21/95
- made a presentation on effective sales tactics to employees of the Bowling Green office of Hughes & Coleman. 7/19/96

1994 presentations

- presented a seminar on low-cost marketing tactics to the Tennessee Oil Marketers Association at the Opryland Hotel in Nashville. 3/2/94
- presented two seminars on the importance of customer service to WARECO, Inc. WARECO is a large energy company. They own convenience stores, gas stations and other retail interest in Indiana. 5/3/94 & 5/10/94
- presented a three-hour seminar on customer service to Hardin Wholesale Flowers in Bowling Green. Hardin handles many of the florists in the Bowling Green area. 9/13/94

1993 presentations

- presented a four-hour advertising workshop to members of the Nebraska Petroleum Marketers Association in Omaha. 3/15/93
- conducted three four-hour advertising workshops for Phillips 66 in the Birmingham, Macon, and Charlotte markets. These sessions were for Phillips 66 distributors and store owners. 6/9/93 & 7/7/93
- presented a four-hour advertising workshop to Total Petroleum in Denver. Total is a large oil refiner and distributor with over 800 convenience store throughout the West. The session was for key field marketing people. 8/10/93

1992 presentations

- presented a low-cost marketing seminar to members of the Illinois Petroleum Marketers Association in Chicago. 3/3/92
- presented a three-hour workshop for 99 United C-Stores in Houston. United is a buying group for convenience store operators. 4/28/92
- presented an advertising workshop to members of the Georgia Petroleum Marketers Association in Savannah, GA. 5/18/92
- conducted two advertising workshops for Growmark, Inc. Growmark is a large agricultural co-op in Illinois that operates about a dozen convenience stores. 6/2/92 & 7/9/92
- presented a two-hour advertising workshop in Tacoma to members of the Washington State Grocers Association.

and students to the downtown area.

- assisted the DBA in a chilli fund-raiser in October.
- worked with the law firm Hughes & Coleman to coordinate *Kids are Special*. The child safety program I created is now three years old and has received an award from the American Bar Association supporting ethics in law firm promotion.
- serving as an advisor to the Board of Directors of the YMCA to develop a marketing strategy to creative additional revenue streams for the organization.

1995 community service

- served on a committee of the Bowling Green DBA to help draw more faculty & students to the downtown area
- appeared as a guest on the WKBO-TV *Mid-Day* program to discuss a Calvin Kline's ad campaign using young models.

1994 community service

- completed a special insert on customer service for the Bowling Green Chamber of Commerce newsletter. *Summer*
- presented a two-hour workshop on customer service as a fund raiser for the Bowling Green DBA and the Chamber of Commerce. 8/9/94

1993 community service

- assisted with a project to generate funds and manpower for the Bowling Green Chapter of Habitat for Humanity.
- develop a child identification program called *Kids are Special*. The was a partnership with the law firm Hughes & Coleman and the Sheriff's Department.

1992 community service

- completed a research project for the Bowling Green DBA to study the perception and attitudes of downtown shoppers.
- completed a focus group study for the Warren County 4-H to assess the perception of grade school students toward the 4-H. The project helped developed recommendations to increase membership in the organization.

teaching

primary classes

- advertising research
- advertising media
- retail advertising
- advanced advertising strategies
- advertising campaigns

teaching accomplishments

- granted tenure in Spring 1995
 - receive consistently above average teaching evaluations
 - contributed to the great track record of ad students during yearly AAF student competitions.
- WKU students have earned first place in four of the past eight competitions.

VITA

Name

Carolyn F. Stringer

Address

1317 Willow Lane
Bowling Green, KY 42103
Home (502) 842-8726
Office (502) 745-4143

Current Responsibilities

Associate Professor, Department of Journalism, Western Kentucky University, Bowling Green, Kentucky.

Coordinator of Advertising Sequence which includes two faculty, two adjunct faculty and 110 student majors.

Course responsibilities: Principles of Advertising, Copy and Layout, and Campaigns.

Adviser to WKU student chapter of the American Advertising Federation. Advertising internship coordinator.

Editor of *Advievs*, the advertising sequence newsletter.

Professional Positions

Faculty, Western Kentucky University, since 1976, Sequence Coordinator since 1977. Advertising Adviser to the College Heights Herald, 1978-1979.

Account Executive, Hines Associates Advertising and Public Relations, Bowling Green, 1975-76.

Graduate Assistant, WKU Department of Journalism, 1972-74.

Consultant to Broadman Press, Nashville, 1968-71.

Sales Promotion Specialist, Broadman Press, 1966-67.

Advertising Copywriter, Broadman Press, 1963-66.

Assistant to Advertising Manager, Harvey's Department Stores,
Nashville, 1961-62.

Degrees

M.A., Western Kentucky University, 1974.

B.A., University of Southern Mississippi, 1961.

Publications/Creative/Consulting

Department of Vocational Rehabilitation, 1995-96

Co-director of a grant for the Kentucky Department of Vocational Rehabilitation, 1995-96. Produced a package of promotional materials to develop a statewide visual identity and image for the DVR and to increase public awareness of its programs and services. Materials included:

A 20-page, full-color DVR corporate brochure.

Two tri-fold brochures on DVR programs

A poster that was circulated in 120 counties.

A 20-page general brochure for the Carl Perkins Rehabilitation Center.

A 40-page Student Handbook and Catalog for the Carl Perkins Rehabilitation Center.

Department for Adult Education and Literacy 1993-95

Co-director of a 2-year grant for an advertising campaign for the Kentucky Department for Adult Education and Literacy.

--Researched, planned and produced television commercials, newspaper display and classified ads, radio commercials, press releases and an animated logo.

--Produced 250 media kits containing the promotional materials which were distributed to Adult Education directors.

--Planned media placement in 120 markets throughout the state. Created a 16-page corporate brochure for the Kentucky Department for

Adult Education and Literacy.

--The Adult Education Campaign was presented at the Southern States Communications Association annual conference in Memphis on March 27, 1996.

Received an Award of Merit from the Kentucky Government Communicators in 1995 for the Adult Education Campaign.

Conducted a seminar on "Using the Media Kit" to a joint conference of the Kentucky Department of Adult Education and Continuing Education in Lexington on Sept. 29, 1995.

Jamestown, Ky. Market Research, 1993

Resident survey and market analysis for City of Jamestown, Ky., in Summer and Fall of 1993.

Tourism market survey and analysis of Lake Cumberland region for City of Jamestown, Summer, 1993.

Van Meter Insurance, 1991-92

Consultant to Van Meter Insurance in the preparation of an advertising campaign to be used in the 20 states in which the firm does business, 1991-92. Project included

- research surveys and analysis
- a media plan
- creative strategy
- new logo
- advertisements in nine industrial magazines
- newspaper ads
- outdoor posters
- direct mail flyers
- a newsletter format.

Other publishing

Published an invited chapter in the *Admen and Women*, edited by Edd Applegate, Greenwood Press, April, 1994.

Consultant to Knight-Ridder Productions in planning a newspaper supplement on advertising circulated in 200 markets. 1994.

Editor of *Adviser*, a bi-monthly newsletter for advertising professors, published by the Educational Services Division of the American Advertising Federation. 1991-1993.

The President's Handbook, a guide for faculty advisors and student officers of AAF College Chapters, American Advertising Federation, 1988, now in its seventh printing.

Numerous articles for AAF *Adviser* newsletter, 1991-1996.

Newsletter format/design: *The Adviser* for AAF; *The American Eagle* for American National Bank, Bowling Green; *Bowling Green Today* for the City of Bowling Green; *Crane Talk* for the FMC Corporation and *Lifeline* for Greenview Hospital.

Two capabilities booklets, "Bowling Green, Kentucky" for the Chamber of Commerce, 1977 and 1979.

Church Audio-Visual Education Guide, Broadman Press, 1968.

Assorted articles in: *INAME News*, *AAI Communicator*, *Publisher's Weekly*, *Christianity Today*, *The Church Musician*, *Baptist Programs*, *Church Recreation Magazine*, *Christian Bookseller*.

Other Consulting

Economic Development Institute, Bowling Green.

20th Century Realty, Bowling Green.

Holland Realty Co., Bowling Green.

Bowling Green Board of Relators/Daily News

GMC Corporation, Glasgow, KY.

Frontier Graphics, Hopkinsville, KY.

Small Business Development Center, WKU, Bowling Green, KY.

Warner Cable Communications, Columbus, OH.

American Society for Testing and Materials

Holder-Kennedy Public Relations, Nashville, TN.

Warren County Board of Education, Bowling Green, KY.

Kentucky Library Association Bulletin, Frankfort, KY.

Numerous retail businesses in South Central Kentucky area.

Honors/Awards

Kentucky Association of Government Communicators Award of Merit in its Gold Screen Competition, 1995.

Potter College Award for Public Service, WKU Distinguished Contribution to the University awards, 1995.

Medal of Merit for service on the AAF national Board of Directors, 1990.

Advertising Silver Medal Award, American Advertising Federation, 1981, AAF National Convention, Washington, D.C. Presented in recognition of outstanding contributions to advertising and in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Nominated for WKU Distinguished Contribution to the University in Public Service Award, 1986-87, 1987-88, 1993-94 and 1994-95.

Nominated for WKU Faculty Leadership Award, 1986.

Nominated for WKU Distinguished Contribution to the University in Teaching Award, 1986.

Student Awards

Adviser to student teams that

--won three first place national awards for public service advertising.

--placed first in the 5th District of the AAF National Student Advertising Competition in 1981, 1988, 1991, 1992, 1994, Team in 1988 placed third in nation.

--won a Gold first place ADDY Award from the Louisville professional chapter of the AAF, 1991 and two silver awards in 1992.

--received first place awards for Media, Creative and Presentation in the 5th District of the AAF National Student Advertising Competition, 1989.

--placed first, second and third in regional AAA/INAME newspaper public service competition, in 1989, 1990 and 1991. Western students also placed first in 1988.

Adviser to Western student AAF chapter which was selected AAF Chapter of the Year for excellence in all categories of chapter achievement, 1989.

Seminars/ Workshops/Presentations

Promotional Marketing Association, 1996.

Kentucky Press Association Convention, 1996.

Bowling Green/Warren County Chamber of Commerce Small Business Division, 1995.

Kentucky Department for Adult Education and Literacy, 1993 and 1994.

Teleconference on WKU Student Health Service Media Impact Campaign, televised by University of Louisville School of Medicine, 1994.

Kentucky Press Association Convention, Kentucky Dam Village, 1990.

AAF Western Region Conference, Tucson, Arizona, 1989.

AAF National Convention, Los Angeles 1988.

Kentucky State Tourism Commission convention, 1985.

Bowling Green/Warren County Chamber of Commerce Workshop for young business leaders, 1985.

Small Business Seminar, Columbia, KY, Fall, 1984.

Small Business Development Center seminar, "Women in Business", Chamber of Commerce, Bowling Green, Fall, 1983.

Small Business Seminar, Columbia, KY, Fall, 1983.

Urban Journalism Minority Workshop sponsored by Dow Jones Newspaper Fund, WKU, Summer, 1983 and 1984.

Advertising Employment Seminar, WKU, Spring, 1986.

Advertising seminar, "Advertising Creativity", WKU, Fall, 1983.

Advertising seminar, "Lesser Known Forms of Advertising", WKU, 1982.

Advertising seminar, "Challenges of the Eighties", WKU, 1981.

Kentucky Press Association Advertising Seminar, 1980.

Kentucky Press Association Advertising Seminar, 1979.

Western Kentucky Press Association Workshop, 1980.

Kentucky Intercollegiate Press Association Workshop, 1979.

Bowling Green Board of Realtors Advertising Workshop, 1980.

National Student Advertising Competition Workshop, Cincinnati, Ohio, 1982.

Press Day/Scholar's Day, WKU, occasionally

DECCA High School Career Conference, WKU, 1977-1985.

Grants

Co-director, grant from Kentucky Workforce Development Cabinet to produce promotional materials for the Department of Vocational Rehabilitation, 1995-96..

Co-director, grant from Kentucky Workforce Development Cabinet to plan and produce an advertising campaign for the Department for Adult Education and Literacy, 1993-94.

Helped write proposal for FIPSE grant for WKU Student Health Service, 1992, which was awarded.

Four unrestricted faculty development grants to work with student campaigns classes, 1986-89.

Grant from Cooperative and Experiential Education to organize an internship program for advertising, 1980.

Grant from Cooperative and Experiential Education to further develop advertising internship program, 1984-85.

National Offices/Committees

National Chair, Academic Division of American Advertising Federation and member of the national AAF Board of Directors, 1989-90.

Member of Industry/Fellowships Committee for the American Academy of Advertising, 1995-97.

Vice Chair, Academic Division of American Advertising Federation, 1988-89.

Member of American Academy of Advertising committee on the AAA/INAME competition.

Member of Chairman's Advisory Committee, AAF Academic Division, 1991.

Chair of sub-committee for selection of Distinguished Advertising Professor for 1990 and 1991.

National Academic Committee, American Advertising Federation, since 1983.

Chairman, National Student Chapter Achievement Competition sub-committee, 1986-87.

Chairman, sub-committee governing the AAF National Honorary Society, ADS, 1983-1984.

Member, sub-committee to evaluate effectiveness of national Academic Committee as a decision-making body, 1987.

Member, sub-committee governing scoring of NSAC, 1984-1985.

Professional Memberships

American Academy of Advertising

International Newspaper Advertising and Marketing Executives

Business/Professional Advertising Association

American Advertising Federation

Advisor to student chapter of American Advertising Federation

Director, Bowling Green Advertising Federation

Association for Education in Journalism and Mass Communications

Women's National Book Association

Public Service Consultations

Communications Coordinator, St. James United Methodist Church.
Editor of monthly newsletter, *Rejoice*.

Warren County Planning Commission, research on laws regarding signage.

Bowling Green Chamber of Commerce, advised on advertising and promotion during Small Business Appreciation Week.

Bowling Green/Warren County Airport on selection of an agency.

WKU Student Health Services, grant proposal for alcohol awareness advertising campaign.

Bowling Green/Warren County Partnership for a Drug-Free Community on estimating advertising design costs for a grant application.

Monarch Environmental, promotion for recycling campaign.

Board of Directors, Hobson House Commission, for the city of Bowling Green.

United Givers Fund, community campaign.

The Kentucky Museum, audience analysis and promotional campaign.

Cerebral Palsy Telethon, promotional materials.

Bowling Green Advertising Federation, organized and chartered.

Shakertown at South Union, promotional campaign.

Bowling Green-Warren County Chamber of Commerce, membership promotional blitz.

Barren River Youth Symphony, promotional materials.

Barren River Comprehensive Care Center, promotional materials.

Kentucky Women's Intercollegiate Basketball Conference-campaign for State Tournament, advertising and program preparation.

Bowling Green Band Festival, strategy and promotional materials.

University Committees

Potter College Sabbatical Committee, 1995-continuing.

Journalism Department Representative to the University Awards committee, 1992-94.

Faculty Senate, 1990-91.

Potter College Sabbatical Committee, 1984-1989.

Chairman, Potter College Sabbatical Committee, 1986-1987.

Cooperative Education Committee, 1984-89.

Search Committee for department head, 1984-1985, 1985-1986, 1986-1987.

Various search committees for faculty positions in advertising, public relations, and photo-journalism.

Potter College Committee to study relation between Broadcasting and Journalism, 1986-87.

Alternate to Potter College Committee for student appeals.

Department representative, United Givers Fund.

Probation Committee, 1979-1981.

Fine Arts Festival committee, 1979-1981.



CHAD LOREN DAY

EDUCATION **Western Kentucky University, 1990–May 1995**

Cumulative GPA: 3.7/4.0

Major: Advertising, Bachelor of Arts, GPA: 3.8/4.0

Minors: Marketing and Psychology

EXPERIENCE **Marketing Director, December 1993–present**

Seagle Pizza, Inc., a twenty-store franchise of Domino's Pizza, Inc.

1021 Broadway, Bowling Green, KY 42104, (502) 782-0271

Joe Seagle, President

Marketing Assistant, October 1990–December 1993

Seagle Pizza, Inc.

American Advertising Federation Intern, May 1993–July 1993

Rockwell Corporation World Headquarters

2201 Seal Beach Boulevard, P.O. Box 4250

Seal Beach, CA 90740-8250, (310) 797-5760

Mary Lou Kromer, Director of Advertising and Community Relations

Direct Marketing Collegiate Institute, February 5–9, 1994

held in Denver, Colorado and conducted by the Direct Marketing Educational Foundation, Inc. • sponsored by R.L. Polk and Company, NDL/The Lifestyle Selector, and Artistic Greetings, Incorporated.

Sales Promotions Director, January–May 1994

National Student Advertising Campaigns Competition

conducted by the American Advertising Federation and sponsored by Kodak; Western Kentucky University presentation team member.

SPECIAL PROJECTS

- **Advertising Design**, WDNS-FM radio "Hot Country News" magazine, 1995-
- **Free-lance Art Director**, "Healthy Profile" series; Student Health Service, 1993
- **Project Coordinator**, Western Ky. University Advertising Job Fairs, 1993, 1994
- **Anheuser-Busch "Know When to Say When" poster competition**
1 of 20 first place winners (over 2000 entries from 700 colleges), 1993

HONORS

- **1994 Fifth District American Advertising Federation Student Competition**
first place winner (16 schools competing)
- **Vice President, W.K.U. chptr. of the American Advertising Federation**, 93-94
- **Advertising Scholarships**: Fifth District AAF, 1993-94; Carl C. Jordan, 1993-94; J.B. and C.M. Gains, 1992-93
- **Academic Scholarships**: Wilson Manufacturing and Design, 1990-92; Western Kentucky University, 1990-92



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J.B. and C.M. Gains, 1992-93
- Academic Scholarships: Wilson Manufacturing and Design, 1990-92;
Western Kentucky University, 1990-92

Curriculum Vitae

Alan Gordon Jolly, APR
520 Woodland Drive
Bowling Green KY 42101-3735
Telephone 502/782-5915

- EXPERIENCE: 44+ years in public relations, mass communications, advertising, teaching and retailing. 34+ years in Senior Management Consultant positions; 7 of which were CEO. Results: Recommended strategy added \$1.5 million to Baptist Sunday School Board income in 1991-1992.
- PREVIOUS EMPLOYERS: General Electric, Zimmer McClaskey Lewis, Jolly Communications, Baptist Sunday School Board, Western Kentucky University, Wal Mart, Nordstrom.
- PREVIOUS CLIENTS: Fortune 500 companies.
- EXPERTISE: Inspirational teaching, problem-solving consultant, trouble-shooting counsel to management.
- EDUCATION: AB Degree, Colgate University, Hamilton NY; 1950, English. Awarded War Memorial Scholarship by Colgate University.
- AWARDS:
1. Created Advertising Age's national top ten TV ad, "Take a BankAmericard Break !"
 2. Competed and earned American Marketing Association's top ten "Effie" Awards, for marketing productivity.
 3. Earned SILVER ANVIL AWARD, the highest award given by peers, in national Public Relations Society of America competition, for "Talking Book Library."
 4. Produced national media for 37 million member Home Mission Board, introduced at the New Orleans SuperDome.
 5. Conducted "Good News, Kenyans, God Loves You" campaign for Kentucky/Foreign Mission Board in Kenya.
 6. Garnered \$2 million+ public service spots, with CBS-TV.
 7. Outstanding service award by Western Kentucky University PRSSA, for teaching, 1994.
 8. Commendation by Wal Mart, outstanding customer service.
- TALENTS:
1. Thinker and doer.
 2. Positive mental attitude.
 3. Innovative entrepreneur.
 4. People motivator.
 5. Aggressive implementor.
 6. Strategic visionary.
 7. Practical team participant.
 8. Lifelong listener and learner.
- REFERENCES:
1. James B. Lewis, President
Baptist Homes East
9819 Lanesboro
Louisville KY 40242
Telephone: 502/426-2129
 2. Dr. Thomas C. Meredith
President, Western Kentucky University
Bowling Green, KY 42101
Telephone: 502/745-4346

Sandy Merkel-Finley
RR 1 Box 131 Rockport, IN 47635

Home (812) 359-9868
Work (502) 688-0808
Fax (502) 683-5806

Employment:

GREEN RIVER HEART INSTITUTE – March 1993 to present

Marketing Director - Responsible for the direction, coordination, and maintenance of all marketing activities of GREEN RIVER HEART INSTITUTE such as promotions, educational programs, and collateral material preparation and distribution (designing marketing materials, developing promotional projects, developing advertising material, and tracking results of the marketing activities). Specific duties follow:

Oversee all external printed materials such as patient education materials

Edit and coordinate monthly and bimonthly guest articles for the Messenger-Inquirer

Write, design and edit quarterly newsletter Matters of the Heart (circa 19,000+)

Design and edit monthly cardiac rehab newsletter (circa 220)

Produce weekly radio show

Write and direct print, radio and television advertising

Write and distribute media releases and public service announcements

Train employees to fulfill tasks associated with events, promotions and other marketing activities

Consult with Executive Director and Office Manager regarding personnel issues and policies

Design, order and maintain all promotional extras such as T-shirts, can coolies, pencils, medicine bags, sweatshirts...

Maintain records of events and programs

Foster good corporate citizen image and employee community awareness by periodically organizing team for community fundraisers (Relay For Life, March of Dimes Walk, United Way Walk...)

Establish a budget based on goals and objectives for the year

Survey the patient base and referring physicians regarding quality of service provided

Create and coordinate public relations events with corporations, organizations and the community (i.e., tours of the facility, health fairs, lectures, workshops...)

Maintain record of media print coverage of and other publications

Sandy Merkel-Finley
RR 1 Box 131 Rockport, IN 47635

Home (812) 359-9868
Work (502) 688-0808
Fax (502) 683-5806

United States Cellular - Sept. 1990 to present

Customer Service Supervisor - (June 1992 - present) manage seven customer service representatives in functions including customer relations, collections, and credit processing

Regional Administrative Assistant - (April 1992-June 1992) organized and assisted in startup of Central Region office

Agent Supervisor - (April 1990-April 1992) managed 13 cellular telephone agents in the Evansville/Owensboro area, established agent activation system, assisted in start-up of a newly acquired market by training agents, established monthly meetings with agents

Cellular Consultant - (September 1990-April 1991) established customer base by individual and broad-based marketing techniques while maintaining cellular telephone accounts

Owensboro-Daviess County Chamber of Commerce - Oct. 1988 - Sept. 1990

Communications Manager - communicated the Chamber's activities to the public and chamber members in a timely manner through print, radio, television mediums; managed approximately four committees consisting of professional business people; and supervised summer interns in magazine sales, advertisement sales, and community projects and fundraiser. Major areas of communication responsibilities were as follows:

Editor, OWENSBORO MAGAZINE - designed magazine layout; wrote articles; directed volunteer writers/photographers; managed advertising committee (9); coordinated advertising accounts; assisted some accounts in advertisement design; increased distribution by 2,000 copies and successfully marketed all 7,000 issues by establishing intern program

Editor, Chamber newsletter - sold advertising to finance monthly production; designed format and layout; decided editorial content; functioned as photographer; wrote and edited all copy

Publications Manager - oversaw all printed materials; wrote, edited and designed copy for invitations, community map, brochures, Chamber annual reports, and annual program of work

INDIANA STATESMAN - Jan. 1986 - May 1988

Staff Writer - wrote articles for the Indiana State University campus newspaper (circulation: 13,000)
Selected Achievements: Arranged an interview with Gilbert Grosvenor, President and Chairman of the Board of the National Geographic Society

FREELANCE WRITING EXPERIENCE:

Tribune Star, Terre Haute, Indiana newspaper - feature article for Sunday edition (circulation: 47,000)

Sandy Merkel-Finley
RR 1 Box 131 Rockport, IN 47635

Home (812) 359-9868
Work (502) 688-0808
Fax (502) 683-5806

Owensboro Board of Education, Owensboro, Kentucky - wrote two feature articles for 1989-90 annual report inserted into the Messenger-Inquirer, Owensboro, Kentucky daily newspaper (circulation: 32,000)

International Barbeque Festival - wrote a feature article for the tabloid, Owensboro, Kentucky (circulation: 25,000)

Owensboro Magazine - wrote feature articles 1993-1996

PROFESSIONAL AFFILIATIONS:

Ohio Valley Management Club - October 1988 to 1990

Board member - Marketing Director

Owensboro Dance Theatre - May 1988 to 1990

Board member - Newsletter Editor

Chamber Young Professionals - October 1988 to 1990

Member

Theatre Workshop of Owensboro - 1995 to present

Marketing committee member

American Heart Association - 1993 to present

Communications committee member

EDUCATION:

Indiana State University

Received Bachelor of Arts Degree May 1988

Major: Anthropology

Minor: Professional Journalism, Spanish

GPA: 3.52/4.0

COLLEGE HONORS:

Outstanding Junior, Rankin Award for outstanding senior, Blue Key National Honor Society, Mortar Board National Honor Society, I.S.U. Student Government Association Scholarship winner, Lilly Scholarship winner, Talent Grant recipient for four years, and Jasper Jaycettes Scholarship winner.

T. CLAYTON SCOTT

2095 Columbia Road
Edmonton, KY 42129
(502) 432-3613 - home
(502) 432-3291 - office

EXPERIENCE

Co-Publisher/Managing Editor, *The Herald-News*.
Edmonton, KY
8/91-present.

Adjunct Instructor, Journalism Department.
Western Kentucky University, Bowling Green, KY
1/93-present.

Director, Journalism Program.
Faculty Advisor, *The Mississippi Collegian*.
Mississippi College, Clinton, MS
8/89-8/91.

Teaching Graduate Assistant, Journalism Department.
Graduate Assistant, *The Daily Mississippian*.
The University of Mississippi, University, MS
8/88-5/89.

Assistant Director, Office of Public Relations.
The University of the South, Sewanee, TN
9/85-7/88.

Managing Editor, *The Herald-News*.
Edmonton, KY
8/82-8/85.

Associate Convention Manager, Zimmer, a division of Bristol Myers Corp.
Warsaw, IN
5/81-8/82.

EDUCATION

M.A., Journalism, The University of Mississippi, 1990.

B.A., Advertising, Western Kentucky University, 1981.

PROFESSIONAL ORGANIZATION MEMBERSHIPS AND CONFERENCES

Member, Western Kentucky University Student Publications' Advisory Committee.
Director, Edmonton-Metcalf County (KY) Chamber of Commerce.
Member, Metcalf County (KY) District Vocational Education Advisory Council.
Member, Metcalf County (KY) Tech Prep Advisory Council.

Kentucky Press Association State Convention, 1997, 1996, 1995, 1994, 1993.
KPA Writing Workshop, 1993.
Speaker, Kentucky Intercollegiate Press Association, 1992.

T. CLAYTON SCOTT

PROFESSIONAL ORGANIZATION MEMBERSHIPS AND CONFERENCES, continued

KPA State Convention, 1992.
Mississippi Press Association State Convention, 1991.
Mississippi Communication Association State Convention, 1991.
MPA State Convention, 1990,
MPA Mid-Winter Conference, 1990.
Investigative Reporters and Editors Conference, 1989.
Apple™ Desktop Publishing Workshop, 1988.

COURSES TAUGHT

Western Kentucky University
Journalism 201, Journalism and Society.
Journalism 202, Basic Reporting.
Journalism 341, Principles of Advertising.
Mississippi College
Journalism 101, Journalism Lab (student newspaper).
Journalism 201, Journalism Lab (student newspaper).
Journalism 301, Journalism Lab (student newspaper).
Journalism 333, Journalism I (basic reporting).
Journalism 334, Photojournalism.
Journalism 434, Journalism II (reporting, editing, layout).
Journalism 435, Reporting and Interviewing.
Journalism 452, Professional Writing.
Journalism 453, Writing for Periodicals.
Communications 304, Public Speaking.
Communications 442, Communications Law.
The University of Mississippi
Journalism 387, Newspaper Advertising.

REFERENCES

JoAnn Huff-Albers
Head
Department of Journalism
Western Kentucky University
1 Big Red Way
Bowling Green, KY 42101
(502) 745-4143

The Hon. Tom Emberton
Kentucky Court of Appeals
P.O. Box 450
Edmonton, KY 42129
(502) 432-5800

Dr. Bill Lytal
Chairman
Department of Communications
Mississippi College
Clinton, MS 39058
(601) 925-3224

Dr. Will Norton
Dean
College of Journalism
206 Avery
The University of Nebraska
Lincoln, NE 68588-0127
(402) 472-3041

Dr. Jeanni Atkins
Department of Journalism
231 Farley Hall
The University of Mississippi
University, MS 38677
(601) 232-5393

Latham W. Davis
Publisher
The News-Leader
P.O. Box 209
Manchester, TN 37355
(615) 723-4890

BOB SKIPPER

920 Woodburn-Allen Springs Road, Woodburn, KY 42170

PERSONAL

Birthdate: July 27, 1960
Marital Status: Married
Home telephone: (502) 529-9958
Work telephone: (502) 745-4295
E-mail: bob.skipper@wku.edu

EDUCATION

1991— Master of Arts, Student Personnel Services, Western Kentucky University, Bowling Green, Ky.
1982 — Bachelor of Arts, Photojournalism, Western Kentucky University, Bowling Green, Ky.
1978 — High school diploma, Bullitt Central High School, Shepherdsville, Ky.

WORK EXPERIENCE

Western Kentucky University, Bowling Green, Ky.

April 1997-present -- Interim director, University Relations. Responsible for news services, internal communications, radio/TV services and publications during search for director.

January 1990-present -- Coordinator of News and Photographic Services, University Relations. Responsible for news and media relations, advertising and photographic services.

August 1988-present -- Part-time instructor, Department of Journalism, for Basic Reporting (Journalism 202). Average of 18 students per semester.

September 1986-January 1990 -- Coordinator of Photographic Services, University Relations. Provided photographic services for internal and external media and publications uses.

The Daily News, Bowling Green, Ky.

January 1984-September 1986 -- Staff reporter/photographer. Beats included regional counties and city government.

Franklin Favorite, Franklin, Ky.

June 1982-January 1984 -- Assistant editor/photographer. Covered school board, responsible for editorial and farm pages.

College-related work experience

June 1981-June 1982 -- Co-editor, The Talisman, student yearbook at Western Kentucky University.

June 1981-August 1981 -- Photography internship, Messenger-Inquirer, Owensboro, Ky.

January 1981-June 1981 -- Chief reporter, The Talisman, WKU.

August 1980-December 1980 -- Lab manager, student photography lab, WKU.

May 1980-August 1980 -- Internship, public affairs assistant, U.S. Army Corps of Engineers, Nashville, Tenn.

January 1980-May 1980 -- Lab assistant, student photography lab, WKU.

January 1979-December 1979 -- Staff photographer, College Heights Herald and The Talisman, student publications at WKU.

May 1979-August 1979 -- Photography internship, Tennessee Valley Authority's Land Between The Lakes, Golden Pond, Ky.

May 1978-August 1978 -- Staff photographer, The Pioneer News, Shepherdsville, Ky.

PROFESSIONAL MEMBERSHIPS

Council for the Advancement and Support of Education (CASE)

CASE-Kentucky

Kentucky Association of Government Communicators

AWARDS/HONORS LIST AND REFERENCES AVAILABLE ON REQUEST

Business
1009 State Street
Bowling Green, KY 42101
ph: 782-3469; fx: 782-7105

Home
821 Chippendale Drive
Bowling Green, KY 42103
ph: 783-0406

Richard Sowers

- Objective** To develop a professional advertising agency which provides innovative, creative services for the marketing needs of business and industry throughout Bowling Green, Warren County and southcentral Kentucky
- Experience**
- 1995-Present *Richard Sowers Advertising, Inc.* Bowling Green, KY
President, Owner
◆ Incorporated December 8, 1995
◆ Opened doors for business January 1, 1996
◆ Clients include Western Kentucky University, WKU Libraries, Kentucky Museum, Columbia HCA, Huston's Home Decorating Center, Hughes & Coleman Attorneys at Law, Greenwood Properties, Bowling Green Public Library, Sunbelt Construction, Christ Episcopal Church, Gerald Printing Service, etc.
- 1984-1995 *Lindsey Wilson College* Columbia, KY
Assistant Professor
◆ Subjects taught include music history, music appreciation, applied voice, theater fundamentals, drama production, guitar, recorder consort
◆ Director of Choral Activities: Formed and developed Concert Choir and Chapel Choir; directed The Lindsey Wilson Singers on tour
◆ Founder, Music Director and Conductor of Columbia Choral Society, a community chorus and orchestra, 1991-1995
◆ Music Director and Conductor of The Louisville Chorus, 1988-1991
◆ Leave of absence to work on doctorate, 1986-88
- 1980-1984 *Arts Administration* United States
General Director, Business Manager
◆ in charge of managing, marketing, fund-raising and producing opera for Orlando Opera Company
◆ in charge of day-to-day operations of company, oversaw marketing and fund-raising strategies for Kentucky Opera
◆ in charge of marketing, advertising, fund-raising, telemarketing, promotion and strategic planning for Syracuse Opera, Connecticut Opera, Indianapolis Opera, Memphis Opera, Hartford Chamber Orchestra, and Hartford Ballet companies
- 1978-1980 *Graduate School* Louisville, KY
Graduate Assistant, Associate Instructor
◆ Indiana University School of Music, 1978-79
◆ University of Louisville School of Music, 1979-80
- 1975-1978 *Green Tree Mall* Clarksville, IN
General Manager, Marketing Director
◆ supervised and enforced lease obligations, advertising co-ops, etc.
◆ formed and operated in-house advertising agency for 55 stores including 3 anchor stores of Sears, Penney's and Ben Snyder department stores
◆ directed the marketing and advertising business of the retail merchant's association

1969-1978

Allen-Martin Productions

Louisville, KY

Free-Lance Producer

- ◆ singer-musician-vocalist for commercials through Sambo Recording Studio
- ◆ jingle writer and producer of commercials for Cardinal Harbour Condominiums, Green Tree Mall, Heleringer's Furniture, etc.

Education

- ◆ Master of Music, 1985, University of Louisville School of Music
- ◆ Bachelor of Music, 1974, University of Louisville School of Music
- ◆ Doctor of Musical Arts, 90 hours course-work completed to date, University of Cincinnati College-Conservatory of Music, full tuition scholarship as Graduate Assistant in choral conducting
- ◆ National Opera Institute, Arts Administration, fellowship grant award, 1980
- ◆ John Lehrer & Associates, Inc., marketing, advertising, promotion, public relations, retail merchandising, shopping center management, 1975-77
- ◆ Professional Business Seminars in marketing, advertising and public relations through the International Council of Shopping Centers, Michigan State University

END

RESUME

**Joel Allen Wilson
337 South Fork Road
Glasgow, Ky. 42141**

**Personal: DOB 11-1-38, Glasgow Ky.
Married to Anna Fullenwider Wilson, teacher, Barren County High School.
Three children from previous marriage**

**Education: Glasgow High School, 1957, attended University of Louisville on
athletic grant, left college to take sports writing position with the Glasgow Daily
Times, September 1958**

**Work experience: Sports editor of the Glasgow Daily Times,
1958-1965...Managing Editor, Glasgow Daily Times, 1965 to present.**

**Special training: Institute of Newsroom Management, University of Missouri
School of Journalism, 1967-68; Advancing Editing, APME 1974; bi-annual Don-
rey Editor's Training Seminars, 1977-95**